FOR THE COIN-OP ENTERTAINMENT INDUSTRY
VOLUME 15, NO. 7

PLAY·METER

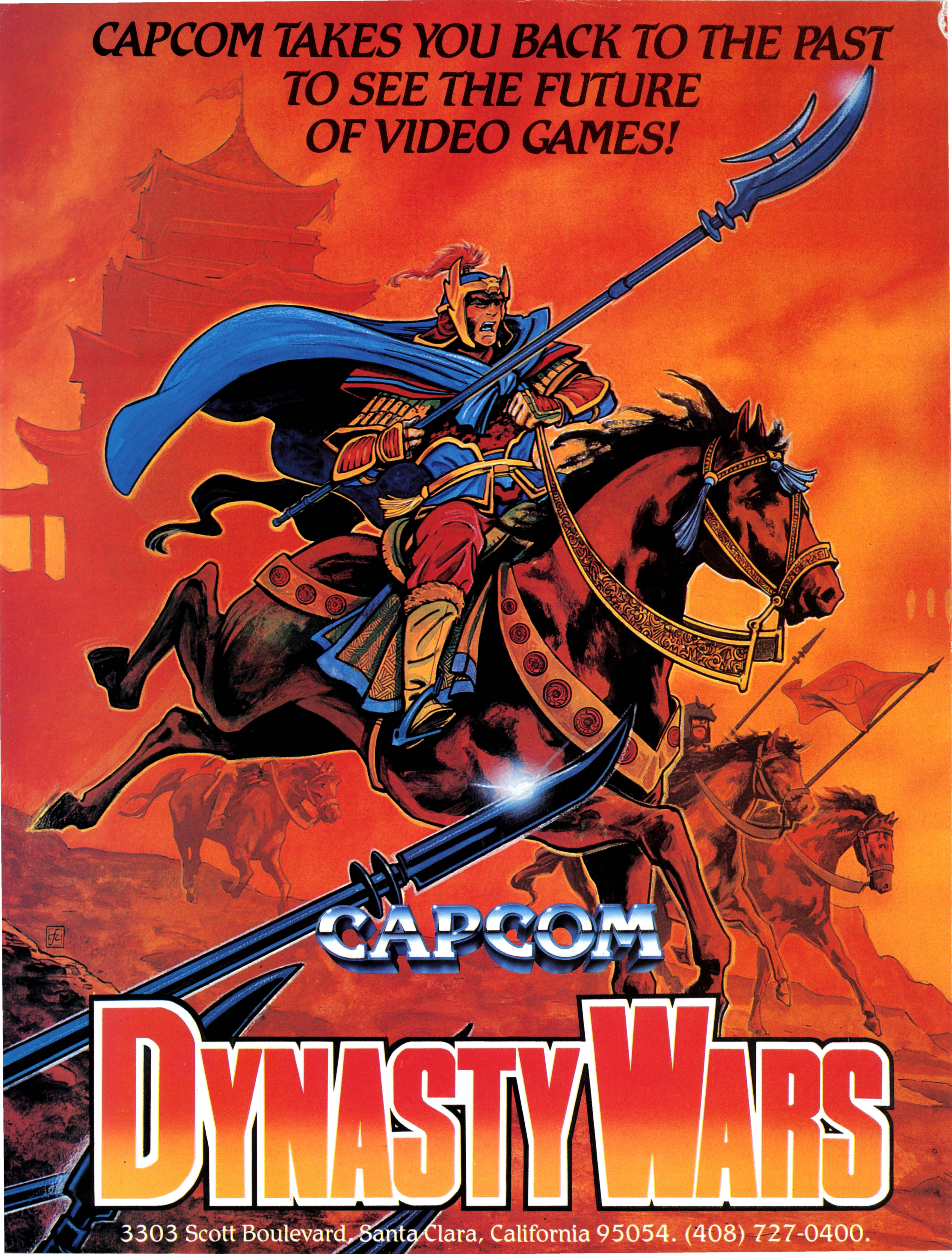
July 1989

RIDING THE TITLE WAVE

Nintendo's Hot New System Titles Promise Exciting Action.

[redacted]

Special Nostalgia Issue



CAPCOM TAKES YOU BACK TO THE PAST TO SEE THE FUTURE OF VIDEO GAMES!

DYNASTY WARS

3303 Scott Boulevard, Santa Clara, California 95054. (408) 727-0400.

EQUIPMENT POLL BALLOT

Please rate the games on a scale of one to ten, with ten representing superior earnings. A space has been allowed under each manufacturer's name for a write-in entry. Additional space at the bottom accommodates any other equipment entry. Thank you for your participation. Only with your help can we continue to provide an accurate game rating system.

VIDEO

American Technos:

Double Dragon II	1 2 3 4 5 6 7 8 9 10
WF Super Stars	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Arcadia Systems:

Leaderboard Golf	1 2 3 4 5 6 7 8 9 10
Magic Johnson's Fast Break Basketball	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Atari:

Assault	1 2 3 4 5 6 7 8 9 10
Championship Sprint	1 2 3 4 5 6 7 8 9 10
Cyberball	1 2 3 4 5 6 7 8 9 10
Final Lap	1 2 3 4 5 6 7 8 9 10
720 Degrees	1 2 3 4 5 6 7 8 9 10
Hard Drivin'	1 2 3 4 5 6 7 8 9 10
RoadBlasters	1 2 3 4 5 6 7 8 9 10
Super Sprint	1 2 3 4 5 6 7 8 9 10
Tetris	1 2 3 4 5 6 7 8 9 10
Vindicators II	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Bally Midway:

Arch Rivals	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Capcom:

Capcom Bowling	1 2 3 4 5 6 7 8 9 10
Dynasty Wars	1 2 3 4 5 6 7 8 9 10
Strider	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Data East:

Bad Dudes	1 2 3 4 5 6 7 8 9 10
Cobra Command	1 2 3 4 5 6 7 8 9 10
Hippodrome	1 2 3 4 5 6 7 8 9 10
Robo Cop	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Exidy:

Showdown	1 2 3 4 5 6 7 8 9 10
Yukon	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Fabtek:

Cabal	1 2 3 4 5 6 7 8 9 10
Dynamite Duke	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Jaleco:

P-47	1 2 3 4 5 6 7 8 9 10
St. Dragon	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Konami:

Bottom of the 9th	1 2 3 4 5 6 7 8 9 10
Crime Fighters	1 2 3 4 5 6 7 8 9 10
Final Round	1 2 3 4 5 6 7 8 9 10
Thunder Cross	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Leland:

Team Quarterback	1 2 3 4 5 6 7 8 9 10
Super Off Road	1 2 3 4 5 6 7 8 9 10
Quarterback	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Nintendo:

Play Choice-10	1 2 3 4 5 6 7 8 9 10
Mike Tyson's Punch Out!!	1 2 3 4 5 6 7 8 9 10
Super Mario 2	1 2 3 4 5 6 7 8 9 10
Super Mario 3	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Romstar:

Bubble Bobble	1 2 3 4 5 6 7 8 9 10
Downtown	1 2 3 4 5 6 7 8 9 10
Ninja Warriors	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Sega:

AfterBurner	1 2 3 4 5 6 7 8 9 10
Altered Beast	1 2 3 4 5 6 7 8 9 10
Crackdown	1 2 3 4 5 6 7 8 9 10
Gain Ground	1 2 3 4 5 6 7 8 9 10
Golden Axe	1 2 3 4 5 6 7 8 9 10
OutRun	1 2 3 4 5 6 7 8 9 10
Shinobi	1 2 3 4 5 6 7 8 9 10
Super Hang On	1 2 3 4 5 6 7 8 9 10
Turbo OutRun	1 2 3 4 5 6 7 8 9 10
Wrestle War	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

Sharp Image:

Dyger	1 2 3 4 5 6 7 8 9 10
____________________	1 2 3 4 5 6 7 8 9 10

SNK:

Ikari III	1 2 3 4 5 6 7 8 9 10
Mechanized Attack	1 2 3 4 5 6 7 8 9 10
P.O.W.	1 2 3 4 5 6 7 8 9 10
Prehistoric Isle	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Sunsoft:

Bay Route	1 2 3 4 5 6 7 8 9 10
Tough Turf	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Taito:

Big Event Golf	1 2 3 4 5 6 7 8 9 10
Chase H.Q.	1 2 3 4 5 6 7 8 9 10
Double Dragon	1 2 3 4 5 6 7 8 9 10
Operation Thunderbolt	1 2 3 4 5 6 7 8 9 10
Operation Wolf	1 2 3 4 5 6 7 8 9 10
Superman	1 2 3 4 5 6 7 8 9 10
Twin Eagle	1 2 3 4 5 6 7 8 9 10
U.S. Classic	1 2 3 4 5 6 7 8 9 10
V'Ball	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Tecmo:

Ninja Gaiden	1 2 3 4 5 6 7 8 9 10
Tecmo Bowl	1 2 3 4 5 6 7 8 9 10
Tecmo Knight	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Williams:

NARC	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Yankee Games:

Grudge Match	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

PINBALL

Bally:

Atlantis	1 2 3 4 5 6 7 8 9 10
Transporter	1 2 3 4 5 6 7 8 9 10
Truck Stop	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Data East:

Time Machine	1 2 3 4 5 6 7 8 9 10
Laser War	1 2 3 4 5 6 7 8 9 10
Playboy	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Gottlieb / Premier:

Bad Girls	1 2 3 4 5 6 7 8 9 10
Big House	1 2 3 4 5 6 7 8 9 10
Hot Shots	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Williams:

Banzai Run	1 2 3 4 5 6 7 8 9 10
Black Knight 2000	1 2 3 4 5 6 7 8 9 10
Cyclone	1 2 3 4 5 6 7 8 9 10
Earthshaker	1 2 3 4 5 6 7 8 9 10
High Speed	1 2 3 4 5 6 7 8 9 10
Jokerz!	1 2 3 4 5 6 7 8 9 10
Pinbot	1 2 3 4 5 6 7 8 9 10
Swords of Fury	1 2 3 4 5 6 7 8 9 10
Taxi	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

POOL TABLES

Dynamo	1 2 3 4 5 6 7 8 9 10
UBI	1 2 3 4 5 6 7 8 9 10
Valley	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

OTHER EQUIPMENT:

Mfg. ________________

Game ________________ 1 2 3 4 5 6 7 8 9 10

____

____

____

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER
Magazine
P.O. Box 24970
New Orleans, LA 70184-9988

NEWS BULLETIN

.......The Department of Business Regulation in Florida has sent the Florida Amusement-Vending Association (FAVA) its newly-proposed guidelines for the operation of crane games in the state. These guidelines were not final as we went to press; operators were being allowed to submit suggested revisions by June 19. A grace period to comply with the final guidelines is expected, according to FAVA attorney Marie Mattox. According to the proposed guidelines, "Cases will be made against alcoholic beverage licensees and machines found on licensed premises upon the finding of one or more of the following situations:

1. Prizes are worth more than 75 cents.
2. Prizes consist of any amount of coin or currency, whether attached to other prizes or not.
3. Prizes consist of or have Florida lottery tickets attached.
4. Prizes consist of or have lottery tickets attached to them, even if such tickets are or purport to be for charitable purposes. This is true even if the tickets may be available on the premises at no charge.
5. Prizes are placed in areas where it is mechanically impossible for them to be extracted by the claw.
6. The claw drops randomly, i.e., not as the result of a player's decision or the expiration of a certain period of time.
7. The playing time is not revealed to the player.
8. The claw pressure is so weak that prizes encompassed within the claws are pulled free by the force of gravity when the claw mechanism is elevated.
9. The claw is designed so that prizes encompassed within its claw are pulled free by the force of gravity when the claw mechanism is elevated.
10. Prizes are packed so tightly that the claw cannot grasp any prize.
11. Prizes are too heavy for the claw to pick up.
12. Prizes are below the level that the claw will descend.
13. Prizes are of such a height that the claw falls off to one side, precluding the possibility of winning that prize.
14. One prize is attainable but is attached to another imbedded and unattainable prize.

No individual machine should be certified as being legal, because subsequently that machine's operation may be changed by the operator. Penny-fall machines (coin pushers), where any prize may be won, whether cash or merchandise, are strictly games of chance and therefore illegal."

.......Sharp Image Electronics, manufacturers of the largest video monitors in the industry (27 inches), has a new address: 9834 Glenoaks Blvd., Sun Valley, CA 91352.

.......On May 25 in San Francisco, U.S. District Court Judge Fern Smith denied a motion by Nintendo to temporarily restrain Tengen Inc., a wholly-owned subsidiary of Atari Games Corp., from distributing its independently-manufactured, Nintendo-compatible version of the video game *Tetris*. The game has been the object of an ongoing legal battle between the companies over who owns the exclusive rights to distribute it for play on the Nintendo Entertainment System (NES).

.......Frank Bundra, who recently resigned from Konami, has officially formed a new company with his brother Joe and brothers Ron and Dave Siller. The company, Ameri Corporation, will be devoted to "the R&D and marketing of first video and later electro-mechanical games. They'll be good clean fun and will make lots of money for operators," Bundra said. Ameri Corp.'s first game, *Ameri Darts*, will be out in the beginning of September. The company's address is 3955 Suffolk, Hoffman Estates, Ill. 60195. The phone number is (312) 934-0661; the FAX is (312) 934-0555.

.......Air hockey safety shield manufacturer The Puck Stops Here has moved to a new, larger facility, located at 500 N. Hwy. 77, Suite 900, Waxahachie, TX 75164.

.......Arcades, and the coin-op industry as a whole, will get a well-deserved boost by being the focus of a new feature film starring Fred Savage of the TV comedy "The Wonder Years." Savage started shooting the movie— titled "The Wizard"— during the first week of June. It's set in actual arcades throughout the western United States, finally ending up in Los Angeles. Word from Pipeline Productions is that the flick is scheduled for release on Dec. 15 by Universal Studios. Over 1,000 theatres nationwide are expected to premier "The Wizard" on that date.

.......In our June issue story on father/son businesses, one of the captions identified Lenny Fiel's wife as Cindy Fiel. In fact, her name is Adele, and it is through the combination of their two first names that the company's name was born: Lendell Vending and Amusement Machine Co. Also, the phone number in Inter-Space Video Sales' classified ad was incorrect; their number is (916) 386-0214.

.......Coin Data Inc. has moved to a new location. The address is 3026 Owens Dr., Suite 106, Antioch, TN 37013. This move does not affect Micro Manufacturing, which is still in the same location.

.......During the week of May 26, the Royal Canadian Mounted Police in Sault Saint Marie, Ontario, seized 35 counterfeit video games from five different arcades, according to Bill Kidwell, AAMA's director of investigations. These games, seized under the authority of the Canadian Copyright Act, were manufactured by Data East, Taito, Sega, and Capcom. The investigation is continuing and charges are pending, Kidwell said.

.......To help promote its newest pin, *Black Knight 2000*, Williams is selling black T-shirts with a likeness of the Black Knight on the front. They cost $14.95 apiece. Call your local distributor or Williams directly at (800) 347-5300 for more information.

.......Tekbilt Inc. has a new address: Huntingdon Valley Industrial Center, 3979 Mann Road, Huntingdon Valley, PA 19006. Their new phone numbers are (800) 666-7776 and (215) 322-3232; the FAX number is (215) 322-3238.

Happ Controls
Manufacturer of Electronic Controls
Joystick Controls
Pushbutton Controls
Trackball Controls
Driving Controls
Power Controls
Coin/Currency Controls
FIRE
Call for
FREE
catalog

CONTROLS

HAPP CONTROLS has a very broad standard product line; we also custom manufacture to your exact specifications.

- Joystick Controls
- Pushbutton Controls—illuminated and non-illuminated
- Trackball Controls
- Power Controls
- Driving Controls
- Coin/Currency Controls

If you want the finest quality, immediate service and competitive prices, we invite your inquiry.

HAPP CONTROLS, inc.

Manufacturers of Electronic Controls

106 Garlisch • Elk Grove, IL 60007
Phone (312) 593-6130
TELEX: 297249 CONTROLS UR • FAX: (312) 593-6137

PLAY·METER
MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

NEWS EDITOR
Christopher Caire

ART AND PRODUCTION DIRECTOR
Jane Z. Nisbet

CONTRIBUTING WRITERS
Irving Blackman
Charles Ross
Frank Seninsky

TECHNICAL WRITERS
Randy Fromm
Mark Gavett

EUROPEAN CORRESPONDENT
David Snook

ADMINISTRATIVE ASSISTANT
Renée C. Pierson

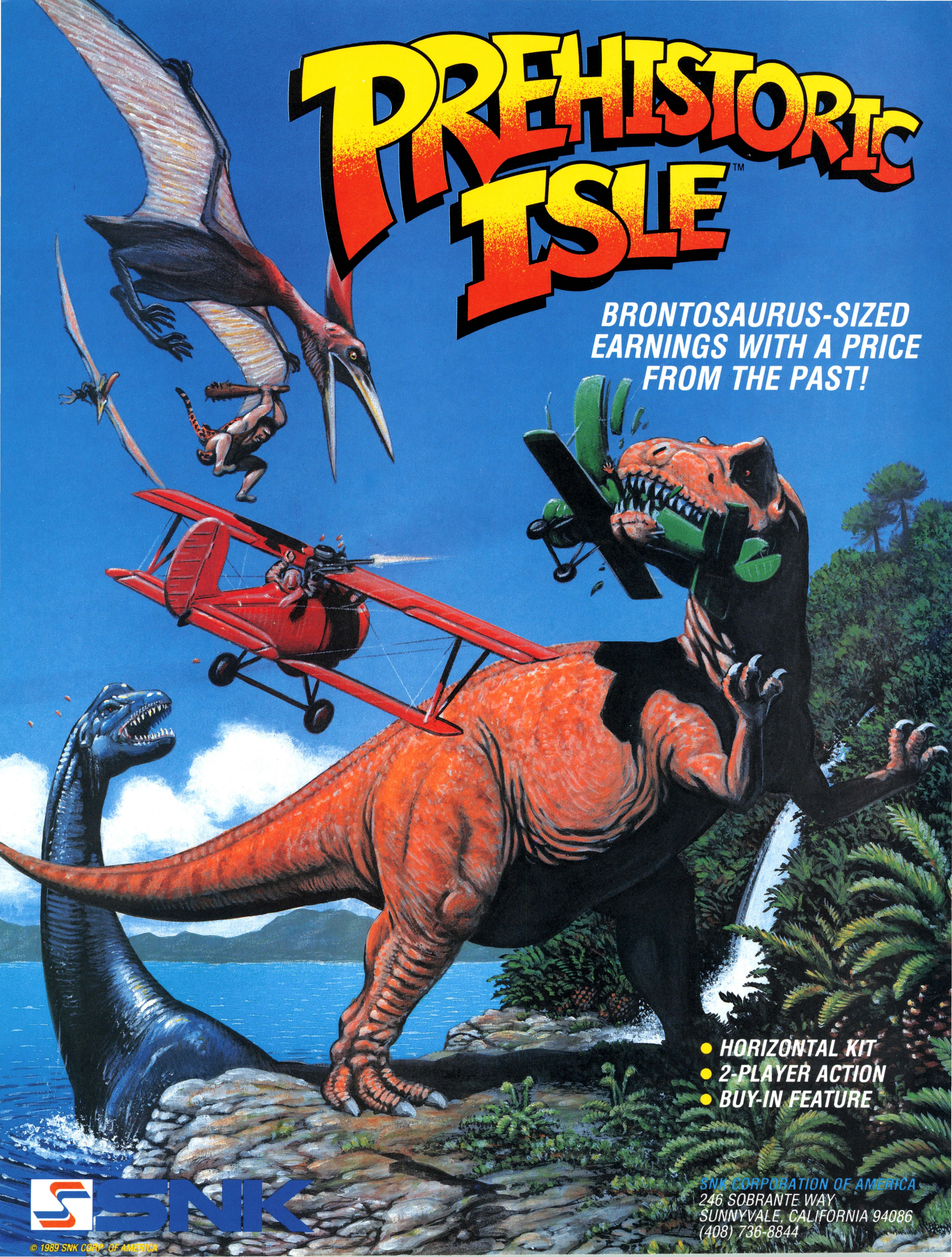
DIRECTOR OF ADVERTISING
Ron Kogos

CLASSIFIED ADVERTISING
Carol Lea LeBell

CIRCULATION MANAGER
Renée C. Pierson

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003
FAX: (504) 488-7083

PLAY METER, July, 1989. Volume 15, No. 7. Copyright 1989 by Skybird Publishing Company. **PLAY METER** (ISSN 0162-1343) (USPS 358-350) is published once monthly on the 1st of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; **MAILING ADDRESS** P.O. Box 24970, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003; FAX 504-488-7083. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—$50. Advertising rates are available on request. **NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION.** The editors are not responsible for unsolicited manuscripts. **PLAY METER** buys **ALL RIGHTS**, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **POSTMASTER** Send Form 3579 to PLAY METER, P.O. Box 24970, New Orleans, LA 70184.



PREHISTORIC ISLE™

BRONTOSAURUS-SIZED EARNINGS WITH A PRICE FROM THE PAST!

- HORIZONTAL KIT
- 2-PLAYER ACTION
- BUY-IN FEATURE

SNK

SNK CORPORATION OF AMERICA
246 SOBRANTE WAY
SUNNYVALE, CALIFORNIA 94086
(408) 736-8844

© 1989 SNK CORP. OF AMERICA

PLAY·METER

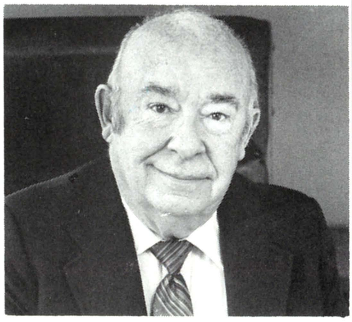
VOL. 15, NO. 7 CONTENTS JULY, 1989

FEATURES

Automatic Hostess
Hit Tunes!

Coin-Op Legacy/ Nostalgia Section 39

Our industry has a unique history, chronicled here in its early days by Roger C. Sharpe. The names and games that shaped our industry are all remembered, along with the origin of such terms as ''tilt.'' The story is nestled among 12 pages of nostalgic photos, many provided by industry veterans Paul Calamari and Bob Breither.



Coinman: Bob Breither 57

Fifty-seven years in the business and still going strong—that's Bob Breither of Seeburg Corp. He reminisces about all the changes he's seen over the years and makes some very profound statements about the business. He touches upon pinball, vending, and jukeboxes, to name but a few subjects.

News Features 86

Several special events have taken place recently in the form of national championships: NDA, BullShooter, and VNEA. Each one is covered in full detail, with pictures of the happy winners. Don't miss the sidebar story on Red Jones, ''Mr. Pool.'' Red is a true ''living legend'' who continues, at age 79, to promote the game of pool.

DEPARTMENTS

NEWS BULLETIN 3
STAFF 4
EQUIPMENT POLL 8
FROM THE EDITOR 10
LETTERS 12
UP FRONT 14
COVER STORY 16
NEWS 21
STATE UPDATE 34
AAMA CONFERENCE 36
TEN YEARS AGO 38
COMPANY PROFILES 65, 83
ASK THE OPERATOR 70
MANUFACTURER MEETING 75
DISTRIBUTOR MEETINGS 76
TOURNAMENTS & LEAGUES 96
MUSIC CHARTS 104
FEATURE 105
TAX TIPS 107
MERCHANDISE MARKET 114
FRANK'S CRANKS 115
READERS RESPONSE PAGE 119
REPAIR LOG 121
TECHNICAL TOPICS 122
NEW PRODUCTS 126
TRADE ACCESSORIES 131
CLASSIFIED 134
CALENDAR 157
THE LAST WORD 158

Cover: That captivating video hero Mario is ''hanging 10'' with other memorable video characters, and coming ashore to your locations in new releases from Nintendo. The company is adding five new games to its already bulging software library. All have passed rigorous market testing on their way to the playing public.

DYNAMO

Benchmark

SERIES

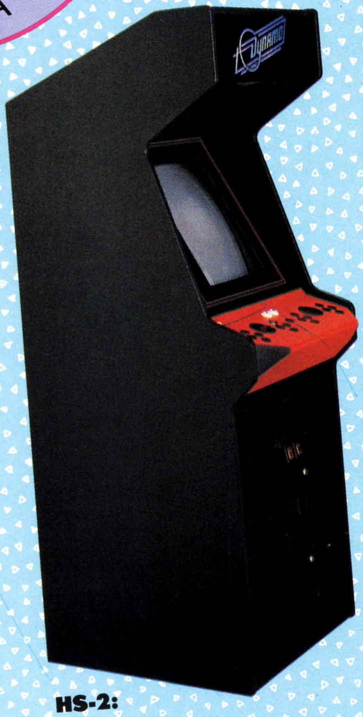
DYNAMO

THE BEST VIDEO HARDWARE SYSTEM JUST GOT BETTER.

Get Dynamo quality and reliability, plus all the features that put these systems in a class of their own:

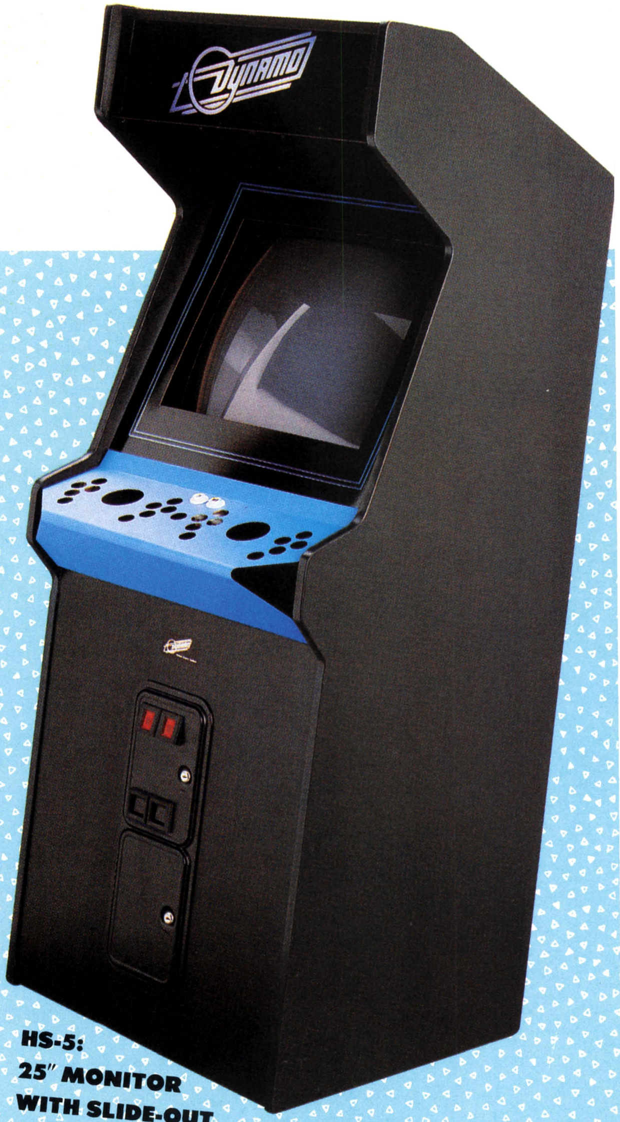
- NEW • All plywood front wall and floor for added strength
- NEW • Protective trim eliminates damage to cabinet bottom
- NEW • Monitor controls positioned up front for adjustments*
- NEW • Solid back panel adds strength and eliminates rear access*
- NEW • One piece wrap-around t-moulding and leg levelers keep cabinet looking good
- Slide-out drawer for easy conversion from front of cabinet
- Oversized control panel of heavy gauge steel with pre-punched holes accommodate most game configurations
- High quality Wells-Gardner monitor
- Monitor can be easily positioned either vertically or horizontally
- JAMMA standard wiring harness
- Heavy-duty power supply
- Lighted, quick-change marquee
- Industry standard over/under coin doors
- Top mounted on/off switches for convenience

*Not available on HS-1



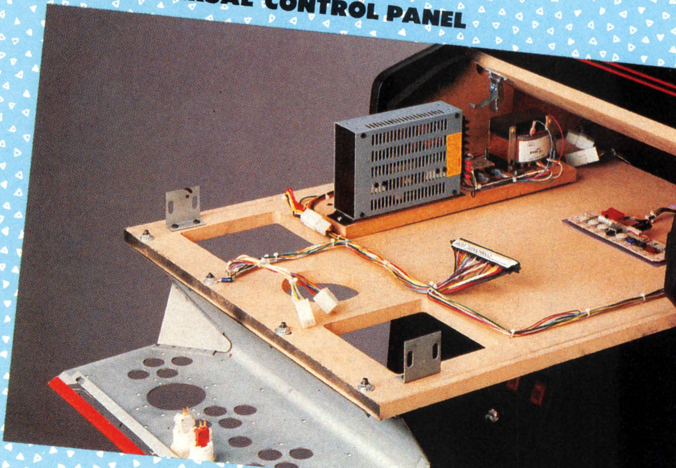
HS-2: 19″ MONITOR WITH SLIDE-OUT DRAWER

HS-1: (NOT SHOWN) Same as above, without drawer



HS-5: 25″ MONITOR WITH SLIDE-OUT DRAWER

EXCLUSIVE SLIDE-OUT DRAWER AND UNIVERSAL CONTROL PANEL



It's hard to improve on the best selling video hardware system, but that's just what we've done! **Introducing the Benchmark series by Dynamo—destined to remain the industry standard.**

DYNAMO

Featuring Quality Coin Doors and Validators from COIN CONTROLS

DYNAMO CORPORATION
2525 Handley-Ederville Rd.
Richland Hills, Texas 76118
817 589-7699 800 527-6054
FAX 817 284-7606

© Copyright Dynamo Corporation 1989.

EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of weeks on the Top 10 is important, as is the total number of weeks on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

— VIDEO & PINBALL COMBINED —

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Earthshaker	Williams	10.00	3	3	147
2. Super Off Road	Leland	9.33	3	3	146
3. Turbo OutRun	Sega	9.13	3	3	142
4. Oper. Thunderbolt	Taito	8.93	3	3	138
5. Bottom of the 9th	Konami	8.75	3	2	99
6. Hard Drivin'	Atari	8.63	3	3	144
7. Final Lap	Atari	8.50	3	3	121
8. Wrestle War	Sega	8.33	2	1	53
9. Jokerz!	Williams	8.29	3	3	128
10. Taxi	Williams	8.06	3	3	127
11. Operation Wolf	Taito	8.04	2	2	75
12. Chase H.Q.	Taito	8.00	3	2	109
13. Cyclone	Williams	7.75	3	3	119
14. OutRun	Sega	7.73	3	1	107
15. Narc	Williams	7.71	1	1	36
16. Ninja Gaiden	Tecmo	7.70	3	3	101
17. Ikari III	SNK	7.64	3	1	57
18. Mechanized Attack	SNK	7.60	1	1	33
19. Time Machine	Data East	7.58	3	3	99
20. High Speed	Williams	7.56	3	3	95
21. Double Dragon	Taito	7.53	2	1	71
22. Cabal	Fabtek	7.52	3	3	101
23. Pinbot	Williams	7.43	3	3	84
24. Superman	Taito	7.39	3	3	94
25. Team Quarterback	Leland	7.38	3	2	114
26. Swords of Fury	Williams	7.30	1	1	25
27. RoboCop	Data East	7.20	3	3	81
28. Cyberball	Atari	7.20	3	2	96
29. Shinobi	Sega	7.19	3	3	70
30. Super Sprint	Atari	7.13	3	2	76
31. Truck Stop	Bally	7.10	1	1	20
32. Bad Dudes	Data East	7.08	3	2	58
33. Double Dragon II	Am. Technos	7.08	2	0	37
34. Super Hang On	Sega	7.00	2	0	35
35. RoadBlasters	Atari	6.92	2	2	43
36. Cobra Command	Data East	6.92	3	1	37
37. P-47	Jaleco	6.91	2	1	15
38. AfterBurner	Sega	6.90	2	0	20
39. Big Event Golf	Taito	6.85	3	1	31
40. 720 Degrees	Atari	6.76	2	0	31
41. Capcom Bowling	Capcom	6.74	3	2	53
42. Quarterback	Leland	6.71	2	1	46
43. Championship Sprint	Atari	6.64	3	3	58
44. Power Drift	Sega	6.56	1	0	7
45. P.O.W.	SNK	6.48	3	1	33
46. Ghouls 'N Ghosts	Capcom	6.44	1	1	5
47. Tetris	Atari	6.37	3	3	75
48. V'Ball	Taito	6.36	1	1	3
49. Twin Eagle	Taito	6.28	2	1	6
50. Truxton	Bally	6.20	1	1	1

— VIDEO KITS —

GAME	MFG.	POINT VALUE	GAME	MFG.	POINT VALUE
1. Bottom of the Ninth	Konami	8.75	14. Capcom Bowling	Capcom	6.74
2. Wrestle War	Sega	8.33	15. Championship Sprint	Atari	6.64
3. Ninja Gaiden	Tecmo	7.70	16. P.O.W.	SNK	6.48
4. Ikari III	SNK	7.64	17. Ghouls n' Ghosts	Capcom	6.44
5. Cabal	Fabtek	7.52	18. Tetris	Atari	6.37
6. Superman	Taito	7.39	19. V'Ball	Taito	6.36
7. RoboCop	Data East	7.20	20. Twin Eagle	Taito	6.28
8. Shinobi	Sega	7.19	21. Truxton	Bally	6.20
9. Bad Dudes	Data East	7.08	22. Ninja Warriors	Romstar	6.10
10. RoadBlasters	Atari	6.92	23. Altered Beast	Sega	6.04
11. Cobra Command	Data East	6.92	24. Bubble Bobble	Romstar	5.88
12. P-47	Jaleco	6.91	25. Rastan	Taito	5.87
13. Big Event Golf	Taito	6.85			

— VIDEO DEDICATED —

1. Super Off Road	Leland	9.33	6. Operation Wolf	Taito	8.04
2. Turbo OutRun	Sega	9.13	7. Chase H.Q.	Taito	8.00
3. Operation Thunderbolt	Taito	8.93	8. OutRun	Sega	7.73
4. Hard Drivin'	Atari	8.63	9. NARC	Williams	7.71
5. Final Lap	Atari	8.50	10. Mechanized Attack	SNK	7.60

— PINBALLS —

1. Earthshaker	Williams	10.00	8. Swords of Fury	Williams	7.30
2. Jokerz!	Williams	8.29	9. Truck Stop	Bally	7.10
3. Taxi	Williams	8.06	10. Laser War	Data East	5.73
4. Cyclone	Williams	7.75	11. Atlantis	Bally	5.60
5. Time Machine	Data East	7.58	12. Bad Girls	Premier	5.43
6. High Speed	Williams	7.56	13. Hot Shots	Premier	5.29
7. Pinbot	Williams	7.43			

Note: Analyzing game income is difficult because of the many variables; for example, arcade games may not earn as well in street locations. A game that appears in the lower part of the Top 10 listing may have a lot of "10s," but also many low ratings. This indicates that the operator who rates the game low should consider moving the game—it has the potential to be a 10 in the right spot.

As our chart unfolds, it's interesting to see that half of the Top 10 games are pinballs. This integrated list may help operators make better choices. Assigning points for position (#1=50, #25=25), then keeping a running total, will in time give an accurate indicator of a game's earning power. *RoadBlasters* and *720 Degrees* are examples of games that may not be in the Top 10 at present but continue to earn long after games listed above them are dead. New indicators will be added as the chart develops.

FROM THE EDITOR

Take time to meet your elected officials

It's been said so many times before that most of you are probably wondering why I would devote the space to talk about it yet again. Contacting your elected representatives has been suggested on more than one occasion and seems to be in the same category as Ann Landers advising a reader to get counseling. It sounds like good advice, but it's probably not taken that seriously all of the time.

The Amusement and Music Operators Association sponsored its Washington Conference last month, and the American Amusement Manufacturers Association met in the Capitol in May. Of course, for the past three years the two groups converged on D.C. at the same time for a joint effort, but it was not to be this year. That's another story, however, but I would like to say that I hope both groups will be able to get together next year.

While Bonnie Theard, our managing editor, covered the AMOA event, Carol Lally and I were in Washington when AAMA members met with their representatives. I was impressed. We followed some of the AAMA members around to various meetings and I can only say that a personal meeting is the best way to reinforce and strengthen any position. The major focus, of course, was the dollar coin legislation. The association can proudly say that it collectively got several senators and various representatives to agree to support the bill.

Our industry is notorious for being in the direct line of fire when it comes to detrimental legislation. We all owe it to ourselves and to our industry to continue to meet with our representatives to talk about our industry. We have to let them know that we are a viable industry supplying jobs and revenue to states and cities. The officials are not always aware of just what our industry is all about and no one can explain it like those that love it and want to see it thrive.

I remember last year at the AMOA reception, a prominent senator walked in the door and asked, ''Now just what do you do with these machines?'' Of course, there was an industry spokesman just itching to tell him and to explain the foundations of the coin-op entertainment industry.

We have a year until the next scheduled Government Affairs Conference, but it's never too early to make the decision to be a part of it. The momentum of the event is overwhelming and should become even more significant each year. If you are planning to go, get in touch with other operators in your state so you can meet with your representatives together. Make a lasting impression. One senator we met with should have a lasting impression of 10 coin-op people coming into his office to thank him for his support!

When anti-industry legislation pops up, I am feeling more confident that those congressmen who have been exposed to the industry will think twice about supporting that legislation. But we need to show a united front, and show that we are a force to be reckoned with. We can only do it together, and maybe that's what it's all about: an industry working together to generate the strength needed to continue being an industry.

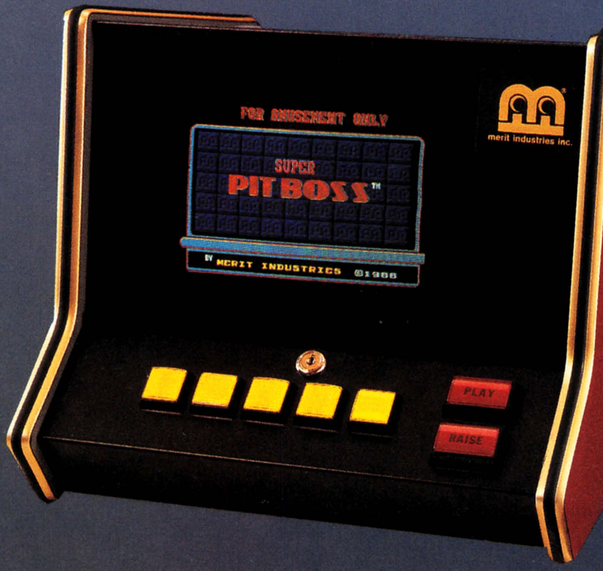
I'm excited about next year. Like I mentioned before, I hope it will be both associations showing that united front. But, either way, whether separately or together, both AMOA and AAMA are devoting time and effort to show Congress what our industry is really all about. Be there! ☐

Valerie Cognevich

Valerie Cognevich
Editor

SUPER PIT BOSS

NOTHING EVEN COMES CLOSE...



FOR AMUSEMENT ONLY
SUPER
PIT BOSS™
BY MERIT INDUSTRIES ©1986
merit industries inc.
PLAY
RAISE

FABULOUS
GRAPHICS
&
PLAY
APPEALING
FEATURES

UP TO 12
SCREENS
OF CUSTOM
ADVERTISING
WITH
OPTIONAL
KEYBOARD

...EXCEPT ALL THE PLAYERS!

COMES COMPLETE WITH
ALL THE TOP
MONEY EARNING GAMES:

ALL NEW

BONUS BLACKJACK
ROLL THEM BONES
JOKER POKER
SUPER 7-STUD
OFF TO THE RACES
SUPER TRIVIA
— *4 VARIETIES*
SEX TRIVIA
SUPER PHRAZE CRAZE

- FITS ANYWHERE
- SWIVEL BASE
- RUGGED AND COMPACT —
  13"H x 16"W x 19"D
- HIGH RELIABILITY 9" COLOR MONITOR
- ALSO AVAILABLE IN 13" MODEL
- LARGE SECURE CASH BOX
- SECURITY HASP
- FULL FACTORY WARRANTY
- **KITS** ALSO AVAILABLE

merit industries inc.
P.O. Box 5004
2525 State Road
Bensalem, PA 19020

1-800-523-2760
215-639-4700
FAX 215-639-5346

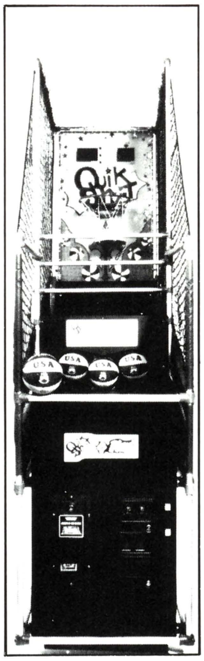
QuikShot 4 Play

$ $ $ $ QUADRUPLE YOUR PROFITS $ $ $ $
TEAM PLAY+COMPETITION = $$$

Score With QuikShot 4 Play
The Proven Money Winner

TWO MODELS:
"STANDARD" —
10'L x 31.5"W
Playing Height Adjustable
8'3" To 9'6"
"COMPACT 8x8" —
8'L x 31.5"W x 7'10"H
Ideal For Smaller Locations

ALL-STEEL CONSTRUCTION
Operator Settings for
Coins, Game Time,
Points for Bonus Game



Selectable 1 to 4 players
Accepts game credits

- Fast Ball Return — No Jam-Ups
- Score To 199 Points — 3-Point Shot
- Flashing High Game Promotes Challenges
- Bonus Score Adds To Original Score
- Moves Easily — Adjustable Height — Narrow Width
- Optional Bill Acceptor — Ticket Dispenser — Crown Top Net

Design Plus Industries
737 East Marietta Avenue
Peoria Heights, Illinois 61614
(309) 682-9359 (800) 541-1288

MARDI GRAS PLUSH

JUMBO CRANE PLUSH
$2.00 $2.50 $3.00 $3.50

SUPER! SELECTION OF SUCTION CUP ANIMALS

1-800-443-9918

- No More than 3 Identical Items per Gross
- You Choose the Average Price Per Item $.70, $.80, $.90, $1.00 $1.15, $1.25, $1.50
- Same Day Shipments
- Mix Changes Daily
- Special Holiday Paks
- We Accept Visa and MasterCard

MARDI GRAS PLUSH, INC.
3720 Robertson St.—P.O. Box 1173
Metairie, LA 70001
(504) 837-7035
Outside LA 1-800-443-9918

PRE-PAK CRANE PLUSH

LETTERS

Wheelchair-bound players

Here at Walt Disney World we have an employee incentive program called, "I Have An Idea." Recently, an idea was presented concerning the arcade operation.

It was suggested that a pinball game be lowered so that wheelchair-bound individuals could play, and also that some type of stool or stand be made so that a person in a wheelchair could transfer themselves over to play the pinball or video game. We also have the same problem with small children who cannot reach the games and will find anything to stand on to play.

I would like to ask your readers if anyone has a *safe* solution to this problem, or if anyone knows of a stand, chair, or device that could be used for this purpose.

Thank you for all your help.

John Stephens
Recreation Manager
Caribbean Beach Resort
Lake Buena Vista, Fla.

Appreciation

On behalf of the WAMO board and membership, I would like to express my appreciation for the donation of the complimentary subscriptions to Play Meter at our recent Spring Conference. Without the support of firms such as yours, WAMO would not be where it is today. The subscriptions were given away as door prizes at the trade exhibits.

We're sorry you couldn't make the show this year, but hope to see you next time. Again, thank you for your support. It is essential to the continued growth and prosperity of our state association.

Joe Phillips
Executive Director
WAMO

ROSETTE INC.

THE *Best* IN

STUFFED TOYS

02386 8″ SAILOR KOALA - 3 DOZ. PACK

06496 8″ CUDDLE LAMB - 3 DOZ. PACK

THE BEST
IN
QUALITY

01941 8″ DUCKY BEAR - 3 DOZ. PACK

THE BEST
IN
DESIGN

01621 8″ HOLLYWOOD BEAR - 3 DOZ. PACK

01451 8″ PROFESSOR PENGUIN - 3 DOZ. PACK

CALL FOR FREE CATALOG

29 BALA AVE., BALA CYNWYD, PA. 19004 (PHILA.)
215/668-8392 • **800/426-6665**

Keep those polls and letters coming

I've always said I prefer hate mail to no mail at all. At least when complaints come in I know the magazine is being read. "I hate your guts and this is why" is better for everyone than slowly stewing over a problem.

A recently-received equipment poll ballot included some "write-in" lambasting from an operator who said he was tired of the condescending editorials telling operators what to do. The individual indicated that he had just seen the "And now a word from our readers" page in the back of the magazine and would continue his comments on that page.

I salute this particular operator for sending in his poll, lambasting and all. He was venting his frustrations over industry problems. Something he read in one of our editorials obviously made an impression on him. He took the time to communicate with us and we appreciate it. We always keep the lines of communication open. That's why we have our reader page and Letters to the Editor. As Number Five said in the film *Short Circuit*, "I need input." We need to know what our readers feel and what they want.

When all the results were tallied from our 1988 State of the Industry Survey, two requests rang out loud and clear: 1) the magazine must be on time, 2) change the equipment poll. We have done our best to fill both of these requests. We extend sincere thanks to all the operators who have taken the time to fill out the poll since it debuted in the April issue. We need even more operator responses to keep our new-and-improved poll going strong. Upcoming polls will cover various equipment in addition to video and pinball, and even touch on that very touchy subject of home game releases.

Operators aren't the only ones who feel frustrated in this business. It appears that often no matter what we accomplish in the magazine, it just isn't enough. Fault is found at every turn. Keeping all our readers and advertisers happy is not an easy task. We sometimes fall short of our desired mark, but we keep on trying. We keep striving to improve our product. We need the help of our operator audience in the form of timely responses to equipment poll ballots and surveys. Letters that "tell it like it is" in your locale give us a true picture of the amusement business today. We can't tailor our magazine to a silent audience.

I wish every operator subscriber would step forward and take the time to fill out the poll and the reader page. The equipment poll ballot appears in every issue sent to the *operators only* mailing list. It takes just a few minutes to fill out and helps all the operators around the country, not just the big guys. There are more small and medium-size operating companies across this land than large outfits with megabucks to sink into new equipment.

We are listening and responding and providing a service to operators: a constant flow of information on activities and trends in the coin-op industry. For all those who have thought about filling out the poll but not gotten around to it, we ask for your cooperation. This poll is a pure operator poll. It's designed by an operator and results are tallied by an operator. Help us help you in your daily business. That's why the magazine was started by an operator back in December 1974. As we rock up to our fifteenth anniversary, give us signals that our efforts are not in vain.

Bonnie Theard

Bonnie Theard
Managing Editor

VOTED BEST VIDEO GAME
1989 ACME SHOW

Ivan Stewart
TOYOTA
FUJITSU TEN
YOKOHAMA
DENSO
OFF ROAD
Ivan Stewart
IRONMAN

Warning to the competition: The ROAD just got a little rougher

SUPER OFF ROAD

The Leland Corporation 1841 Friendship Drive El Cajon, CA 92020 (619) 562-7000

TRUCKS USE
SERVICE ENTRY
→
Nintendo
OF AMERICA INC.

Nintendo makes splash with new "title" wave

Nintendo's devotion to coin-op is making a lasting impression on its loyal customers.

It is evident that Nintendo is continuing to commit a hefty share of its efforts toward coin-op, just as it has done since the company's inception nearly a decade ago. Although the company is only promoting its *PlayChoice* system, Nintendo continues to introduce top-notch, quality games for that system.

Nintendo is introducing new releases that it's confident will stimulate game players and satisfy operators' quest for fuller cashboxes.

Five new releases have passed rigorous market testing and are on the way to players. *Super Mario Bros. 3, Teenage Mutant Ninja Turtles, Fester's Quest, Ninja Gaiden*, and *Tecmo Bowl* are all destined to become popular with players and operators alike.

"If a game has enough high octane to send our expert game players here at Nintendo into overdrive, then we really get serious and put it through the ultimate test—the kids," said Al Stone, vice president of sales and marketing. "There's no better test in the world than the real thing," he added.

Nintendo has a rigorous evaluation process, which begins with a review of 50 promising titles by research and development groups at the Redmond, Wash., plant and in Japan. From that initial group of games, usually only five make it to the short list for testing in the field (about 15 locations), according to Stone. "We have to be our own toughest customers," he said. "Software is the name of the game in maintaining interest, excitement, and longevity."

First-time releases

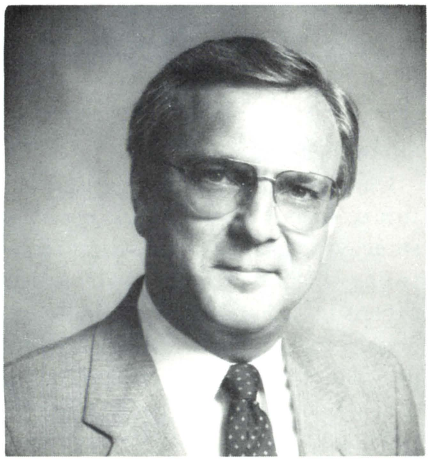
Four of the new, top titles are available only to players on the *PlayChoice* system; they are not slated to be released to the home market for quite some time. "Bringing first-time releases to the arcades and other operators helps to maintain the powerful momentum we have going on the coin-op side," said Stone. "This move also reflects the fact that we're listening to operators and coming back with what they want."

Nintendo also puts all-time favorites on the menu, too, with choices like *Super*

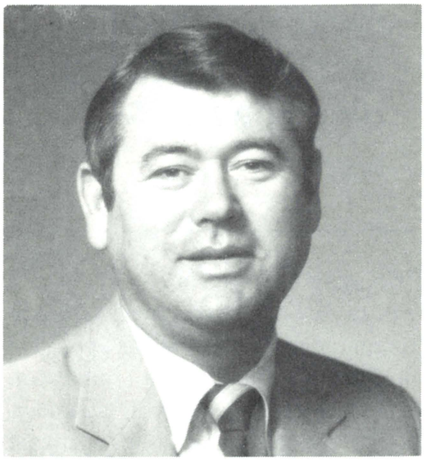
Super 80 soars to new heights when compared with the 737 in new passenger survey.

Minoru Arakawa, president

Al Stone, vice president sales and marketing



Mike Minor, midwest regional manager



Art Gallagher, central regional manager

Chuck Arnold, eastern regional manager

Pete Walton, southern regional manager

Seated, (l to r): Howard Lincoln, senior vice president; Minoru Arakawa, president; Al Stone, vice president of marketing and sales. Standing, (l to r): Darlene Kindler, manager international; Don James, director of product development; and Linda Weber, director of administration.

Mario Bros. 2, Mike Tyson's Punch-Out!!, Double Dragon, Rad Racer, Contra, Track & Field, Pro Wrestling, and many more. The combination of new releases and proven winners offers a "win/win" combination for players and operators, Stone believes.

> ***"Software is the name of the game in maintaining interest, excitement, and longevity."***

The *PlayChoice*

Nintendo was right on target when it introduced its VS. system in 1983 and again with *PlayChoice*. "We developed this hardware," said Mr. Arakawa, president of Nintendo, "to help the operator with a low-cost system that would have a longevity of earnings."

This system is a consistent performer because high game appeal, fresh choices, and a high-tech format keep players coming back. At the same time, it gives operators a cost-efficient, convenient way to stay current without adding new hardware.

Operators who have already invested in the VS. dual upright and/or the VS. dual table system can convert them with Nintendo's *PlayChoice* kit. The kit offers a fast, easy way to plug into Nintendo's current library of over 35 winning games. The kit comes in a choice of five or 10 games. "The kits are, of course, available for the VS. UniSystem, too," added Stone. "And the *PlayChoice* can be purchased in dedicated form."

> ***"This system gives operators a cost-effective, convenient way to stay current without adding new hardware."***

"Counter" intelligence

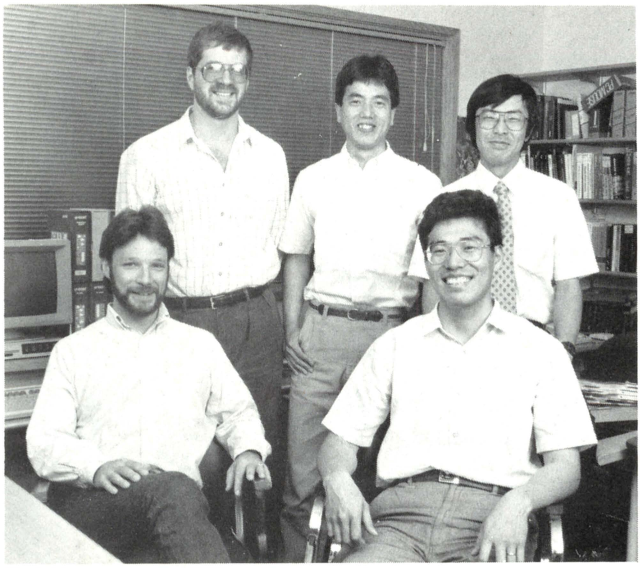
In an industry where space is often at a premium, Nintendo now has a practical choice, the *PlayChoice* countertop system. It gives operators all the advantages of the larger unit but fits neatly on countertops in bars, restaurants, etc.

Game software is completely interchangeable between all of the systems, countertop, upright, and converted units. "Software is the fuel that powers the engine of the entire coin-op industry," stressed Stone. "You can have the best hardware in the world, but if it doesn't include the latest releases in software, you're just not going to have the kind of long-playing appeal you need to stay profitable."

> ***"Nintendo's top design team consists of 15 R&D experts in Redmond and 100 in Japan."***

On to the future

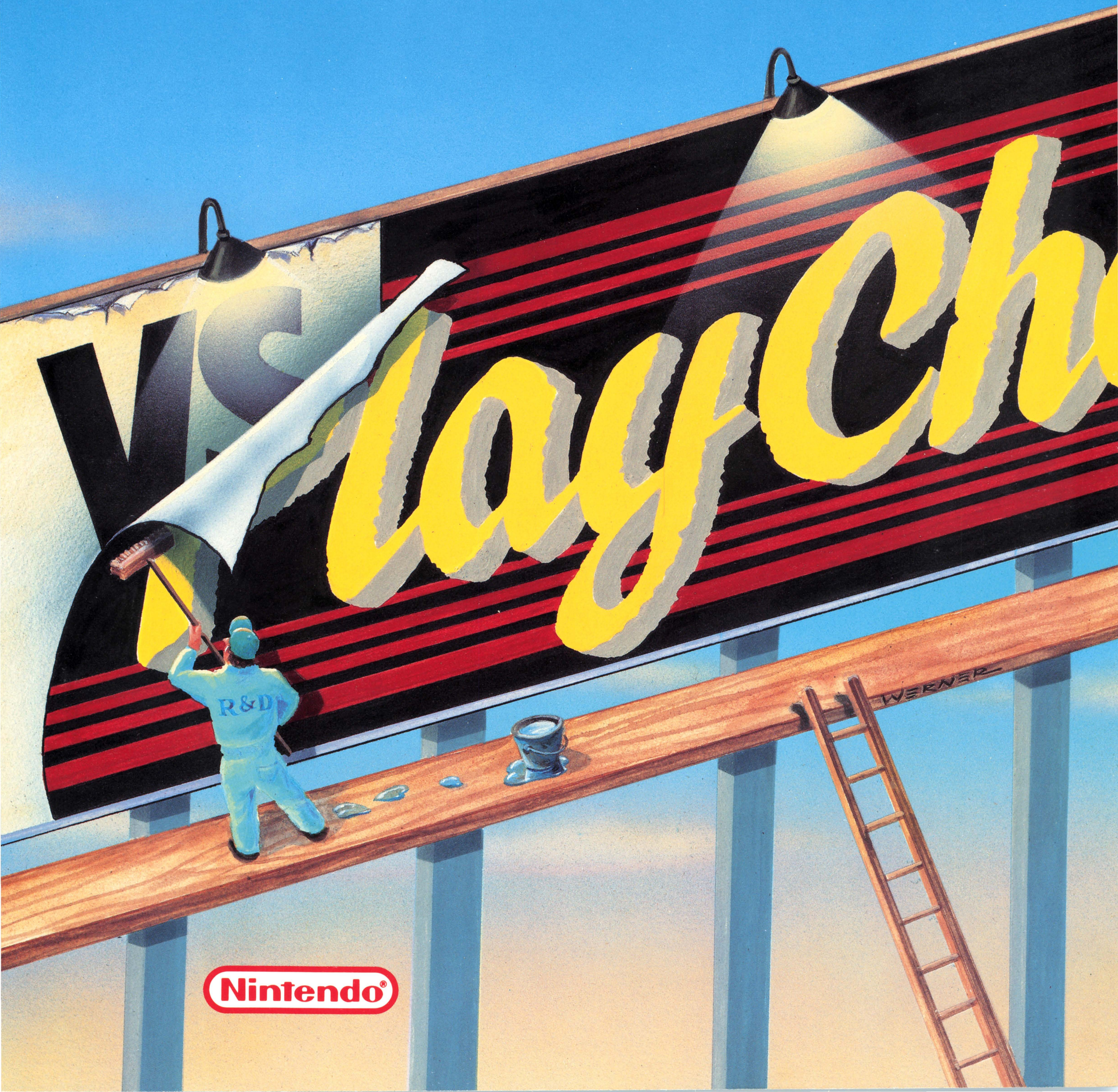
Nintendo has taken steps to ensure the future of coin-op. The company's strategy includes a top design team consisting of 15 research and development experts in Redmond, and 100 in Japan. Sophisticated computer networks allow the teams to work closely in spite of the distance, bringing two perspectives to game play that ultimately results in a winning combination on the market.



R&D team, standing, (l to r): Wayne Shirk, project manager; Noriyuki Minami and Masahiro Ishizuka, engineers. Seated, (l to r): John Cordell, project designer; Toshiro Hibino, engineer.

Service department staff, (l to r): Rick McManus, supervisor; Dennis Dove, John Tintinger, and Tom Oldfin, technicians; and Jon Pedersen (seated), director of technical services.

The Sign of the Times.


VS
layCh
R&D
WERNER

Nintendo®

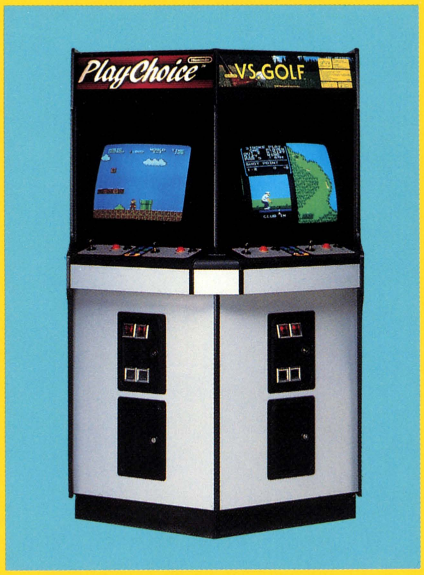
Make the Change That Will Bring You More Change.

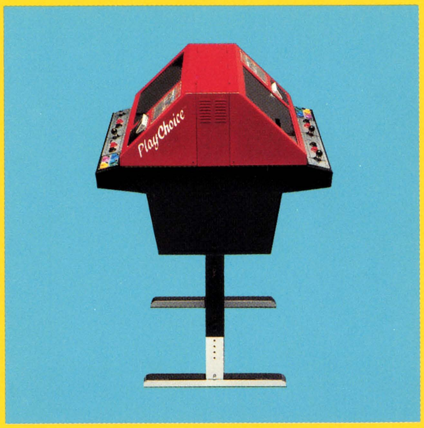
The New PlayChoice™ Kit for the VS. Dual Upright and VS. Dual Table Systems.

It's time for a change. Time to power up your profits by giving players more game choices, more sizzling excitement than ever before.

It's time for the new PlayChoice™ Kit for the VS. System® dual monitor games from Nintendo® It will change the left side of a VS. Dual Upright and the main side of a VS. Dual Table into star attractions with enhanced screen graphics, big-name titles and endless menu variety.

And that's the kind of change that will work wonders for your collections —especially in a single-game site or limited-space location.





The Choice is Yours— Five Games or Ten.

Restore the excitement with either a five-game or ten-game kit. Choose our standard mix of best-selling titles or take your pick from our growing roster of over 30 games.

Either way, you're assured the quality and player appeal of games that keep the interest growing and the cash flowing.

Make Your Play.

Now's the time to get in on the action. Call your authorized Nintendo distributor or Nintendo of America Inc. at (206) 882-2040.

The PlayChoice Kit for the VS. Dual Upright and Table Systems—make it your choice for change.

Nintendo®

The Systems Company

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98052
(206) 882-2040

©1989 Nintendo of America Inc.
™ and ® are Trademarks of Nintendo of America Inc.

Pollock named AAMA president

Gil Pollock, president of Prer Technology in Bensenville, Ill., has be elected president of the America Amusement Machine Association. Pollock succeeds Frank Ballouz o Fabtek, who held the position for the las two years. Pollock has been the associa tion's secretary for two years.

"In the two years that I have been o the board of AAMA, the association ha involved itself in some very ambitiou projects," stated Pollock. "Passage of the new dollar coin would be a tremendous boost to our industry. Due to the tireless efforts of AAMA, the coin-op industry has become a significant force in the battle for passage of current legislation. In addition, the redesigned industry promotion program has opened doors for the industry and taken great strides in bonding together all phases of the coin-op industry. I'm looking forward to being an even more integral part of the works."

Pollock has a strong group of new officers backing him up. They are Steve Lieberman of Lieberman Music, vice president; Bill Rickett of Dynamo, secretary; Rus Strahan of NSM, treasurer; Steve Kaufman of Konami, assistant secretary; and Ray Galante of Music-Vend Distributing, assistant treasurer. Also named to serve on the board are Joe Dillon of Taito, Rubin Franco of Franco Distributing, and Alan Stone of Nintendo.

Re-elected to the board are Bill Cravens of Capcom, Steve Koenigsberg of State Sales and Service., Tom Petit of Sega, and Jon Brady of Brady Distributing. Two seats were added to the board, bringing the total to 15 members. Ballouz and Bob Lloyd of Data East will occupy these positions as past presidents.

OCMA meets with congressman

On May 12, representatives from the Ohio Coin Machine Association met with Ohio congressman Chalmers P. Wylie concerning proposed dollar coin bills that have been introduced in both the House and Senate.

As the ranking Republican on the House Banking, Consumer Affairs and Coinage subcommittee, Wylie discussed his philosophies concerning this vital coin machine industry topic. Even though he was initially opposed to the dollar coin, which would bear the likeness of Christopher Columbus, Wylie was very receptive to the needs and opinions of the group.

The delegation included Jim Hayes (OCMA director), Steve Shaffer (OCMA member), Ralph Sanese (past president of the Ohio Automatic Merchandisers Association and 1983 chairman of the National Automatic Merchandisers Association), Ralph Sanese, Jr. (executive vice president, Sanese Services), and Paul Corey (OCMA executive vice president).

Wylie will be working with OCMA on a regular basis concerning the status of this legislation.

From left: Ralph Sanese, Jr., Jim Hayes, Congressman Chalmers Wylie, Steve Shaffer, and Ralph Sanese, Sr.

AMOA, Island Records team up on promotion

The Amusement and Music Operators Association (AMOA) has joined forces with Island Records for a massive jukebox promotion throughout the Southeast. The goal is to push a single by the group Drivin' n' Cryin' called "I'm Going Straight To Hell," a potentially big bar/diner "sing-a-long" song.

The campaign, which is slated to begin in late June or early July, will involve 10,000 jukebox locations in the Southeast. The locations' operators will receive free copies of the single to put in their jukeboxes, along with customized title strips. They will also receive two large posters per location, detailing a contest being held in conjunction with the promotion. The contestant must answer a question about a line in the song; the grand prize is a new jukebox. Entry blanks will also be sent to the operators.

Drivin' n' Cryin' has just released their third album on Island Records. They have a large following in the Southeast and were recently the opening act for R.E.M. on over one-third of their national stadium tour. The song is being worked for country radio, according to Island's Rick Bleiweiss. He expects it to receive a good amount of airplay.

"It's important that we spotlight the jukebox as a viable and effective medium for promoting songs and breaking new bands," said AMOA's Sam Atchley. "The jukebox is not just a piece of nostalgic equipment."

AAMA, AMOA, and national charities

The American Amusement Machine Association (AAMA) and the Amusement and Music Operators Association (AMOA) continue to lengthen the strides they have taken on behalf of America's youth through their work with the National Ronald McDonald House Programs and the National Committee for the Prevention of Child Abuse.

On April 25, the coin-op amusement industry was represented among only a handful of exhibitors at the International Ronald McDonald House Conference. Working through the two associations, the industry is donating pieces of used coin-op equipment to Ronald McDonald Houses across the country for use by the children and families staying there. The invitation to exhibit was extended so that members of the association could discuss the program directly with the house proprietors.

To date, approximately 60 houses have signed onto the program, which was previewed in Reno during the ACME show. Operators who would like to volunteer assistance with the program should contact either association.

Meanwhile, members of AMOA and AAMA joined representatives of the National Committee for the Prevention of Child Abuse in New York for a presentation to New York Yankee first baseman Don Mattingly. He received mounted copies of the child abuse prevention poster, which features Mattingly and his family.

The poster, which was sponsored by AMOA and AAMA earlier this year, is the first in a series to be produced by the two associations on behalf of the NCPCA.

FUTURE STARS NEED GREAT MOMENTS NOW

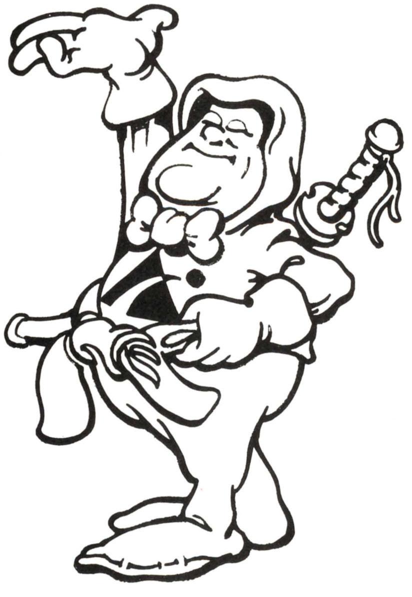
From left: Jim Cameron, Clyde Knupp, New York Yankee Don Mattingly, and Gil Pollock.

Taito to initiate service program

Taito will be promoting a service program that will allow operators to receive a free U.S. Robotics 1200 baud modem. Taito's *Supertech* character will be appearing in various trade magazines, offering a coupon to be returned to Taito for information on the program.

The modem, when hooked up to a computer, will allow operators to access Taito's Bulletin Board Service (BBS) System to receive the latest in service bulletins, service manuals, and helpful comments from other operators around the world. Operators will be able to access this information 24 hours a day.

If operators can't locate the coupon, or can't wait to receive more information about the program, they should mail a post card with return name and address and the words "Supertech Service Package" to Taito at P.O. Box 551, Wheeling, Ill. 60090. A complete package explaining the program will be sent, along with a free starter certificate to get them enrolled in the program.



Taito's *Supertech*

Premier has sales promotion

Premier Technology, manufacturers of Gottlieb pinball machines, is offering a special incentive program for its customers. When buying Premier's latest game, *Big House*, operators can get $150 off when trading in a CPU board from a Gottlieb System 1 game or $250 for a Gottlieb System 80 game.

In addition, Premier is offering trade-ins on 13 Gottlieb games if they are complete, in working order, and without worn playfields. For more information on this program, contact Premier at (312) 350-0400 or your local distributor.

Data East moves

Data East USA Inc. has moved from 470 Needles Dr. to 1850 Little Orchard Dr., San Jose, Calif. 95125. The phone number is (408) 286-7080, and the FAX number is (408) 971-0722.

The Game
That Thinks Profit$

★ ★ ★ ★ ★ ★ ★

SUPER DUPER CASINO
VERSION 15

. . . 15 great games-in-one that automatically adjust to maximize profits in each location.

*Patented **Super Duper Casino** software maximizes profits by making critical game adjustments automatically. . .*

***AutoSelect™** . . . You select the number of **Super Duper Casino** games you want to offer in the game selection menu, then **AutoSelect** monitors the play, automatically substituting alternatives for the least played games, ensuring players have their choice of the most popular games in that location.*

***AutoAdjust™** . . . Adjusts the parameters of play for each game to the expertise level of a location's players. **AutoAdjust** automatically solves the dilemma over whether a game is too easy or too challenging, plays too slow or too fast.*

***Super Duper Casino** gives you the countertop model choices you demand:*

- ★ *Available with 9″ or 13″ monitor*
- ★ *Family of upgrades converts **Little Casino II** and all other popular countertop models to Version XV*

Super Duper Casino

The game that thinks profits. The choice of smart operators everywhere!

U.S. GAMES, INC.

Invest in the Best

1346 Oakbrook Drive, Suite 110
Norcross, GA 30093
1-800-HIT GAME
1-404-441-2910
FAX #: 404-446-2211

U.S. designed! U.S. built! Buy U.S. Games!

U.S. GAMES, INC.

Joyce Weller

Weller promoted

Joyce Weller, AAMA's former office manager, has been promoted to director of administration. The promotion will extend Weller's duties as office manager, where she was responsible for the day-to-day operations of the association.

Her new duties include overseeing the financial operations, administrating the executive duties during executive vice president Bob Fay's absence, and assisting Fay with the development of lobbying strategies to further the interests of the industry. In addition, Weller will be responsible for the coordination of the American Amusement Machine Charitable Foundation dinner.

Bill Cravens of Capcom recently was elected president of the board of directors of the Charitable Foundation dinner. He has been a member of the board since 1986 and has been largely responsible for the advancement of the foundation over the years. This year, through the annual appreciation dinner and raffle, the foundation raised $100,000 for the Tomorrow's Children Fund, a record amount for the foundation. Cravens noted, ''I would like to see that amount become a standard rather than astonishing.''

Other members of the board include Joe Cirillo of Betson, David Patterson of SunBelt Amusement, Norm Goldstein of Monroe Distributing, Frank Ballouz of Fabtek, Joe Dillon of Taito, and Steve Kaufman of Konami.

Public meets game programmers

Although pinball players rarely get the opportunity to meet the creative wizards behind today's silverball extravaganzas, they got the chance on April 21. The talented forces behind Williams' *Earthshaker* and *Jokerz!* signed autographs and gave away souvenirs at Diversions Arcade in Chicago.

Clayton Perry, manager of Diversions, not only promoted this special event but also had a series of drawings for tokens and Diversions T-shirts. The event drew over 100 players anxious to see the genius behind their favorite pinball games.

From left: Mark Penacho, Python Anghelo, Bill Pfutzenreuter, Pat Lawlor, and Barry Oursler.

NAMA adds to staff

The National Automatic Merchandising Association (NAMA) has added Kevin M. Clark to the position of manager of meeting services. Clark, who will report to the education and conventions director Richard Geerdes, will be responsible for detailed planning of the meetings, the programming and special events aspects of the two annual conventions, and working closely with Stuart Aizenberg on the planning of the trade shows.

In other NAMA news, the association is planning its 1989 national education conference for vending operators. The event will be held Aug. 10-12 at the Hotel Sofitel near Chicago's O'Hare Airport. It is the first educational program separate from the NAMA convention.

Attendees will be able to choose from more than 20 topics targeted at the interests of vending company owners, managers, and supervisors. For more information call NAMA at (312) 346-0370.

Bad Dudes goes Hollywood

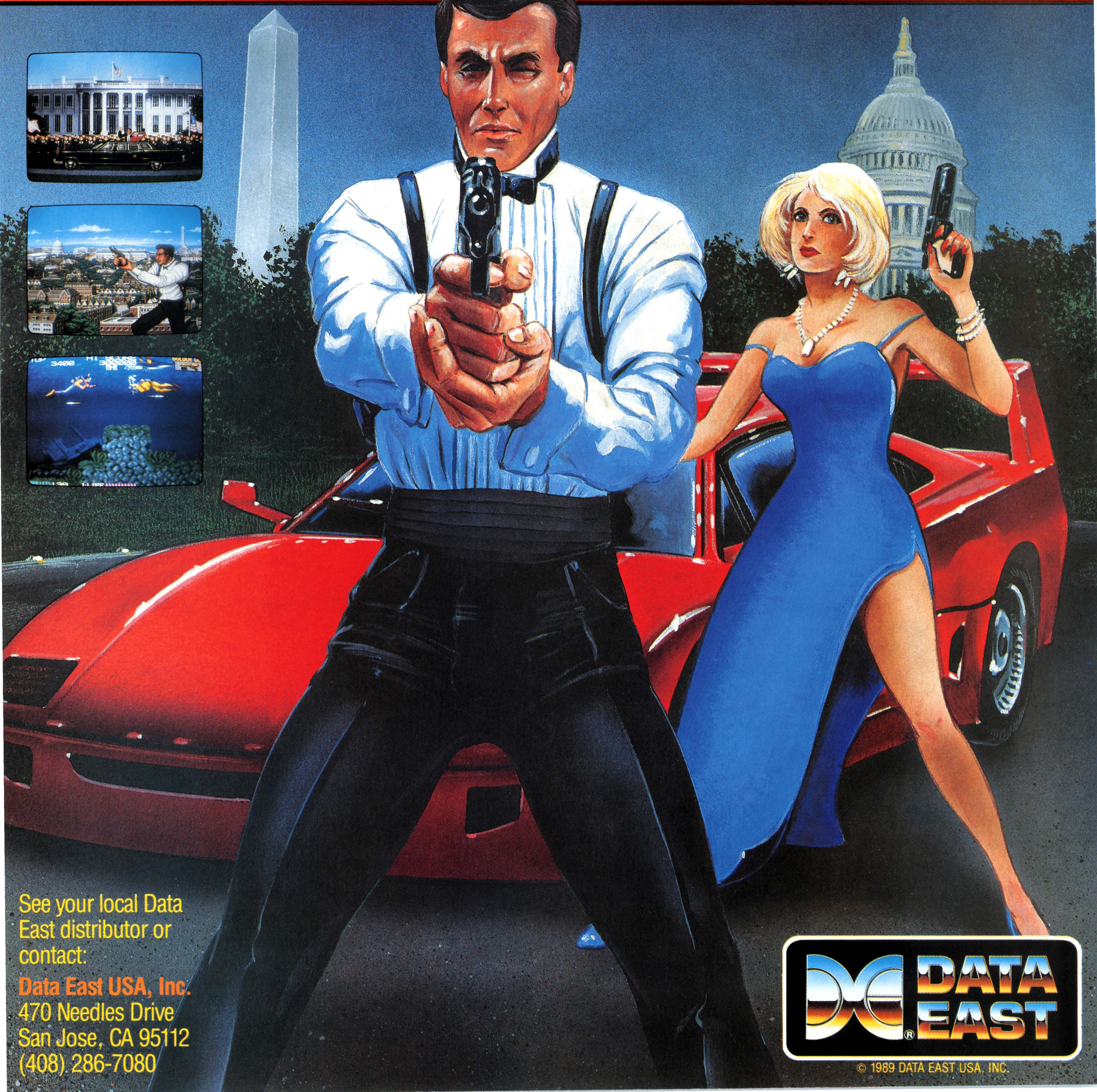
The coin-op industry has a movie star in its midst. No, it's not *anyone* you know, it's *Bad Dudes* by Data East. General Amusement Corp. operations manager John Lemieux received a request to use one of the company's *Bad Dudes* games in a scene from a film due out this summer.

The scene was shot at Orlando's Fashion Village Theatre. The movie, titled ''Parenthood,'' stars Steve Martin and is directed by Ron Howard.

General Amusement Corp. services over 500 cinemas nationwide.

THIS GAME WILL SAVE YOUR COLLECTIONS THIS SUMMER!

SLY SPY™

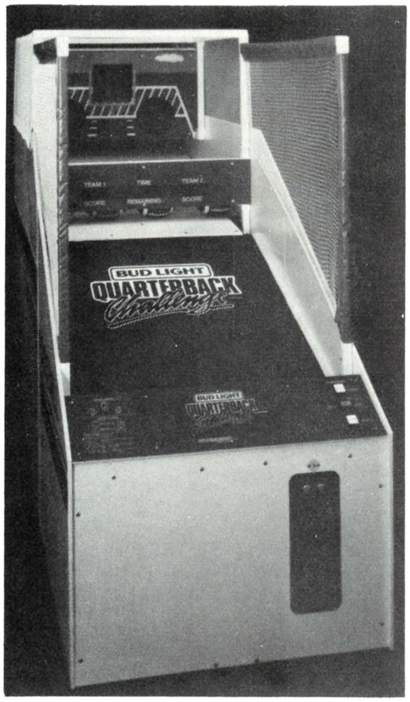


See your local Data East distributor or contact:

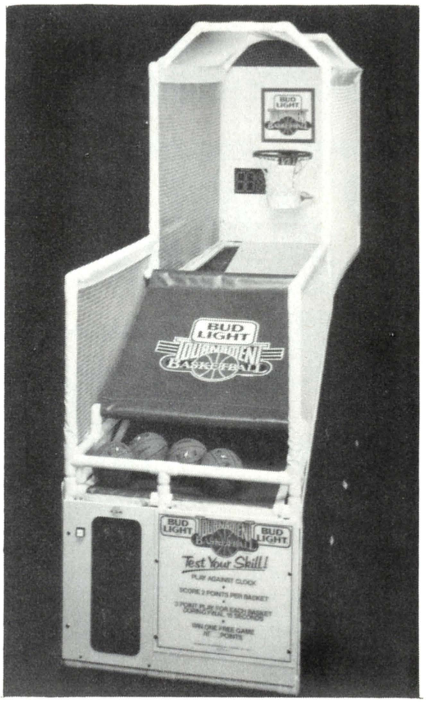
Data East USA, Inc.
470 Needles Drive
San Jose, CA 95112
(408) 286-7080

DATA EAST®

© 1989 DATA EAST USA, INC.



Quarterback Challenge



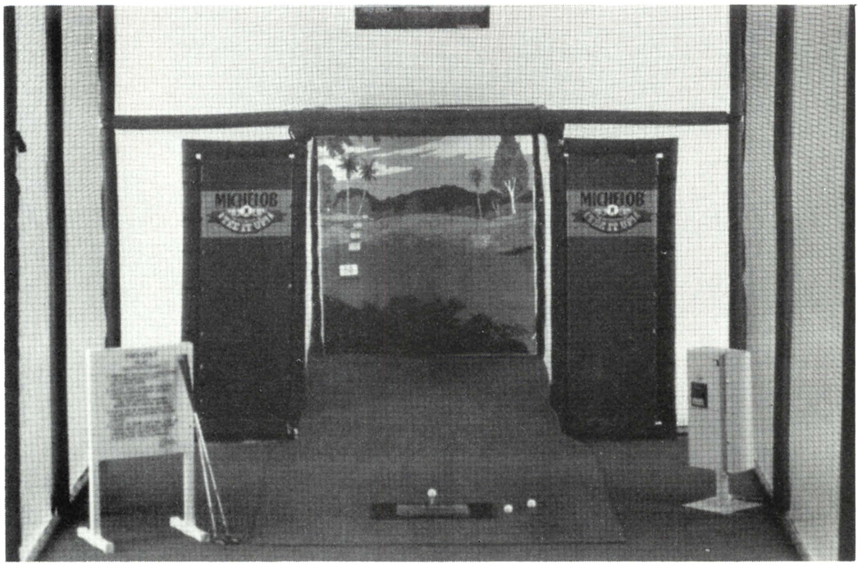
Tournament Basketball

Intermark teams up with Busch

Intermark Amusements, a subsidiary of Intermark Gaming International, has entered into a licensing agreement with Anheuser-Busch. Under the agreement, Anheuser-Busch has granted a license to use certain Anheuser-Busch trademarks in connection with the marketing of Intermark's basketball, football, and golf games. Intermark will market its basketball games in bar and nightclubs under the name "Bud Light Tournament Basketball," its football game under "Bud Light Quarterback Challenge," and golf under "Michelob Tee-It-Up."

Callie Parks, director of marketing for Intermark, said, "We are very excited to have the support of Anheuser-Busch, the largest brewer in the United States. We feel this arrangement signifies acknowledgement of the potential of our line of sport and skill games."

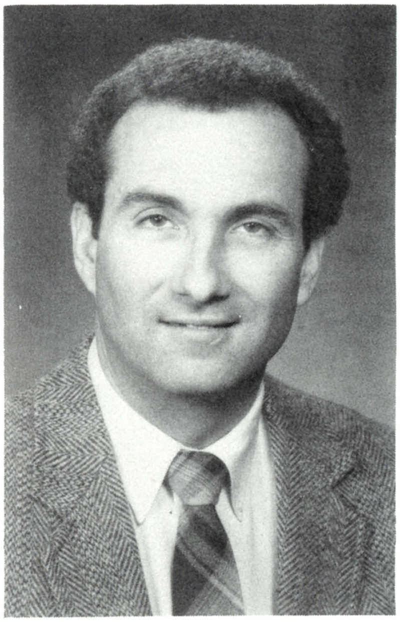
Intermark is expanding its offices and will now be located at 1711 West Rose Garden Lane, Suites 4, 5, & 6, Phoenix, Ariz. 85027. The phone number is (602) 780-0112.



Tee It Up!

Corrigan promoted

Robert Corrigan has been promoted to the position of national service manager for Valley Recreation Products. Corrigan will be responsible for national service of Valley's electronic dart games and will act on service calls made to Valley's toll-free number, as well as service requiring field trips.



Robert Corrigan

Joint venture

Leslie Warren, president of Games of Tennessee, and David LeAnna, president of Plateau, have entered into an agreement to manufacture a new game called *Eagle Falls*. The game is "the ultimate in pushers" say the two partners. It will be manufactured only for states where pushers are legal. The joint agreement will enable them to supply the expected demand for the game.

Games of Tennessee has also contracted for Plateau to build some GTI Draw Pokers, which will enable them to keep up with the demand. Plateau also builds the 19-inch and 25-inch Angle System, which comes complete and ready for a JAMMA- type PC board.

For more information, call Games of Tennessee at (615) 684-0100 or Plateau at (615) 592-2000.

DREW

DREW'S DISTRIBUTING, INC. • P.O.Box 632 • Fairforest, SC 29336 • Phone: (803) 574-0162 • Telex: 5106012480 • Fax: 803-574-7680

Honest Dealer Black Jack

Honest Dealer

- ★ Play from 1 to 5 Hands of Black Jack Against the Dealer
- ★ Authentic Atlantic City Style Black Jack
- ★ Static Control Built In
- ★ New Style C.P.U. Board

Tiger Paw

DREW'S
TIGER PAW

- ★ Solid State C.P.U.
- ★ Adjustable Vend Price
- ★ Bill Acceptor Option
- ★ Ticket Dispenser Option

Super Bonus Deluxe

SUPER BONUS
CREDIT
0
PLAY
1

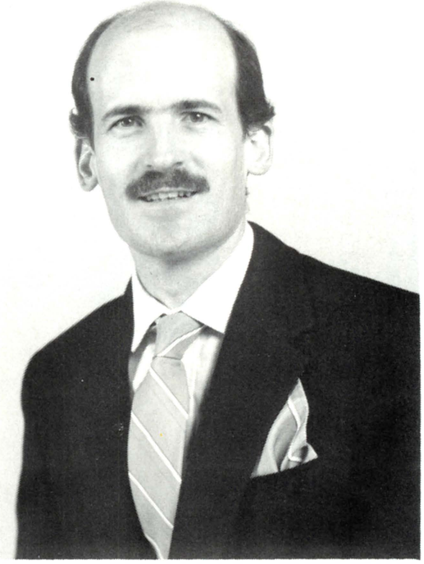
- ★ Drew's Double Coin Switches
- ★ New Cheat Proof Software
- ★ $1 $5 $10 $20 Bill Validator
- ★ Linear Power Supply

Atari announces personnel promotions

Several key personnel promotions and changes have been announced by Atari Games Corp. Rich Moore has been promoted to vice president of engineering; Robert Sheffield has been appointed as vice president of finance and chief financial officer; and Elaine Shirley has been promoted to director of customer service.

''These promotions reflect our continuing goal to further strengthen our position in the video game market,'' said Hide Nakajima, president.

Elaine Shirley



Rich Moore

Robert Sheffield

PAMMA hosts reception

The Pennsylvania Amusement and Music Machine Association (PAMMA) held its fourth legislative reception at the Harrisburg Marriott Hotel on April 24. About 100 state representatives and senators were met by a record number of operators from all over the state.

PAMMA borrowed the idea of a charity tournament from the last two AMOA legislative receptions in Washington, and money was donated to various charities chosen by the winners of the event. Atlas Distributing in Pittsburgh supplied most of the machines; the company's Lou Larsen set them up. Merit's Mort Ansky and David Rubenstein demonstrated to the guests the science of throwing darts. Jerry Boyle of Active Amusements rounded out the group of industry reps.

Organizers of the reception feel that an entertaining evening of socializing and chatting with familiar political friends demonstrates that PAMMA is a definite force in the Pennsylvania legislative houses.

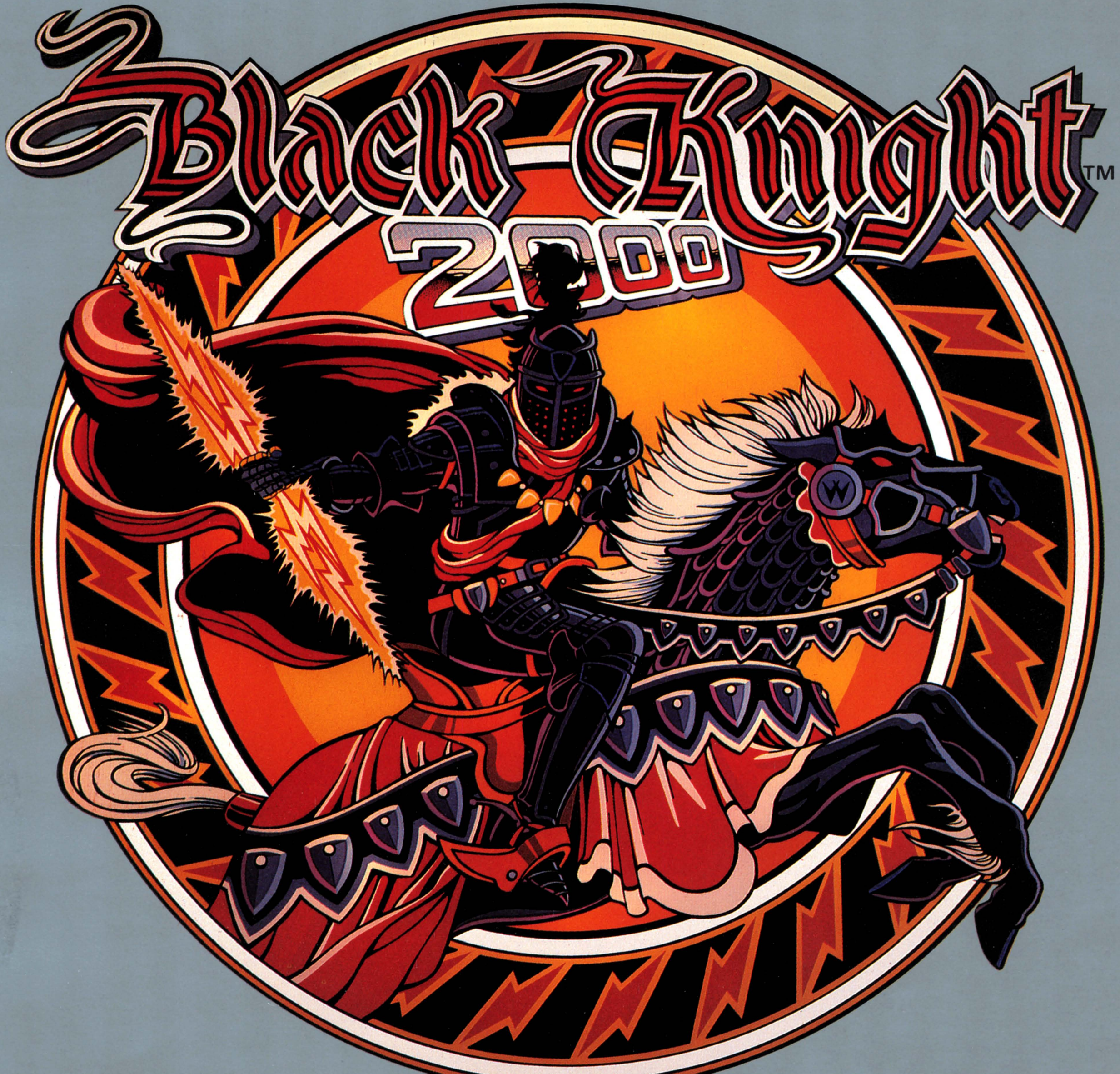
Plans underway for Pinball Expo '89

Pinball enthusiasts from across the country will once again converge in Rosemont, Ill., for Pinball Expo '89. The event will take place on Sept. 29 and 30.

Promoter Robert Berk promises an action-packed weekend of events, including a scheduled tour of Premier's plant in Bensenville and the third annual Flip Out '89 pinball tournament. A a new pinball game goes to the winner.

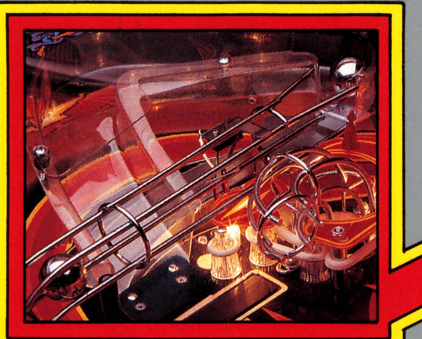
For further information or exhibitor information, contact Robert Berk, 2671 Youngstown Rd., S.E., Warren, Ohio 44484, or call assistant chairman Mike Pacak at (800) 321-2722.

Data East Pinball has finished its last *Time Machine* after six months of production, sporting the serial number 14941. ''This has been our largest run in the history of the company,'' said general manager Gary Stern.


Black Knight™
2000

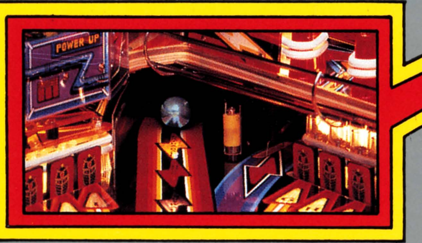
He rides again.

**POWERHOUSE PINBALL
FROM** *Williams*®



DRAWBRIDGE

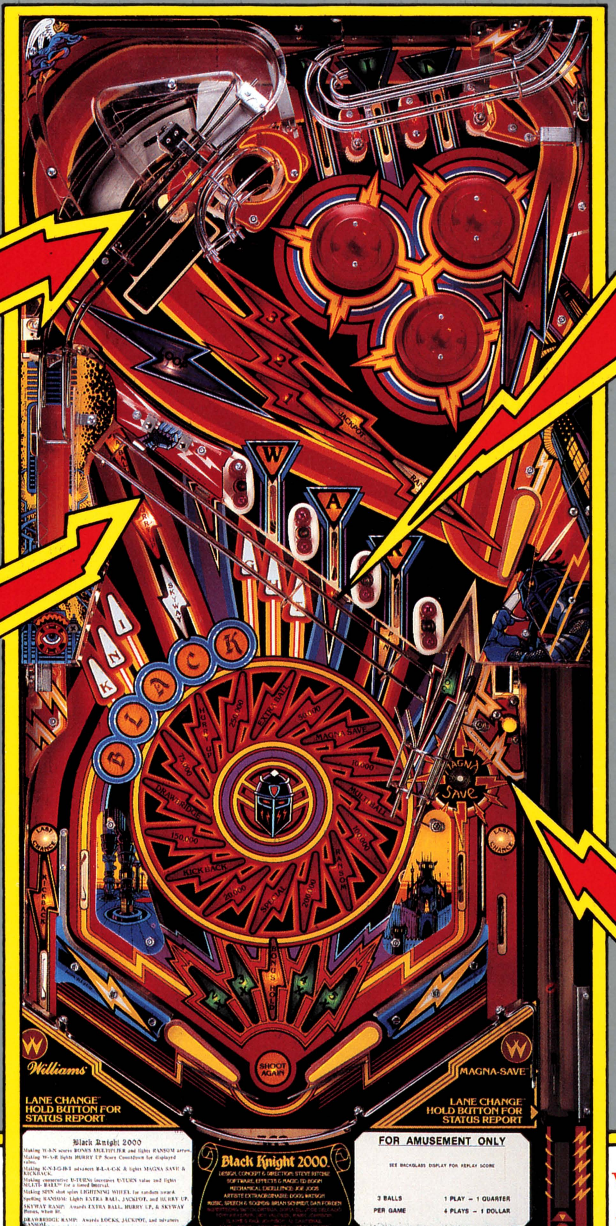
Lower the Drawbridge 3-bank and ride the Ramp for Multi-Ball™ Locks, 4,000,000 point progressive Jackpot and to advance a spectacular game-to-game RANSOM feature!

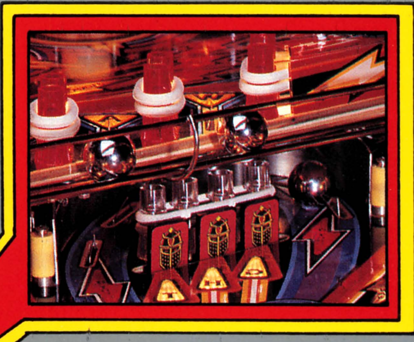


SKYWAY RAMP

For non-stop, high-scoring action, the Skyway Ramp takes the ball up, down and around the multi-level playfield, awarding Extra Ball, Hurry Up and Skyway Bonus when lit!

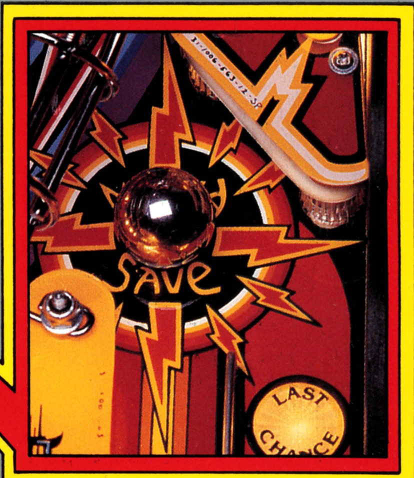
He's back.





U-TURN

There's fast paced excitement with consecutive U-TURNS that increase in value to 250,000 points and also light potential DOUBLE KNIGHT'S Multi-Ball™ challenge!



MAGNA-SAVE™

Super-charged ball saver grabs the ball, holds it in its power, and releases it back into play!

So what are you gonna do about it?

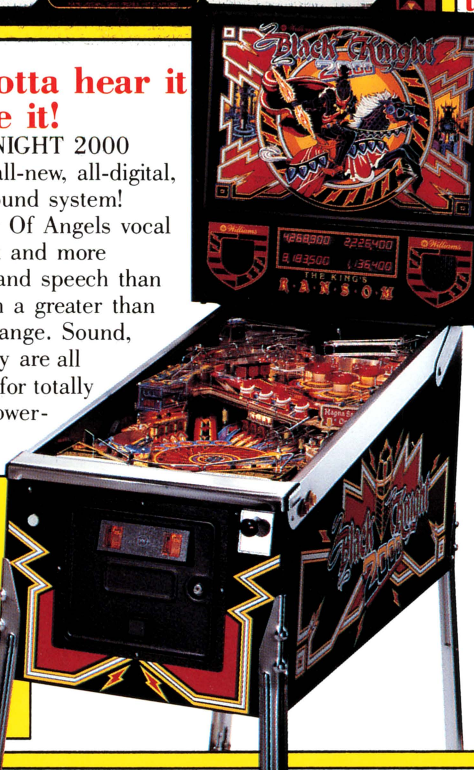
It took the #1 pinball company in the world to launch the decade of the '80s with Black Knight and its revolutionary multi-level action. Now BLACK KNIGHT 2000 launches you into the '90s with a Steve Ritchie masterpiece that's fast but friendly.

You've gotta see it to believe it!

The pure depth of scoring opportunities keeps BLACK KNIGHT 2000 hot for all levels of players in street and arcade locations. The LIGHTNING WHEEL controlling 16 different bonus awards, King's RANSOM which lights the entire playfield for unprecedented scoring, the accelerating repeat LOOP SHOT for a high-powered shoot-out between players . . . all make for powerhouse pinball! And the GRAPHICS. They're positively electrifying! The stylized artwork on the plastics, playfield and backglass makes BLACK KNIGHT 2000 visually aggressive—reaching out and grabbing players as well as profits!

You've gotta hear it to believe it!

BLACK KNIGHT 2000 introduces an all-new, all-digital, unsurpassed sound system! There's a Choir Of Angels vocal accompaniment and more original music and speech than ever before with a greater than ever dynamic range. Sound, speech and play are all ***synchronized*** for totally orchestrated, power-house effects!



DESIGN, CONCEPT & DIRECTION: STEVE RITCHIE; SOFTWARE, FX & MAGIC: ED BOON; MECHANICAL EXCELLENCE: JOE JOOS; ARTISTE EXTRAORDINAIRE: DOUG WATSON; MUSIC, SPEECH & SOUNDS: BRIAN SCHMIDT, DAN FORDEN

We wrote the book on technical excellence!

And if you haven't received your copy yet, just give us a call and we'll put it in the mail to you. Total operator control for all major features . . . ***self-healing*** critical features . . . ***hinged upper playfield*** for eye-level adjustments . . . greater standardization for all under-playfield parts and assemblies. It's packed with reasons why Williams games, now more than ever, are best-sellers and long term earners.

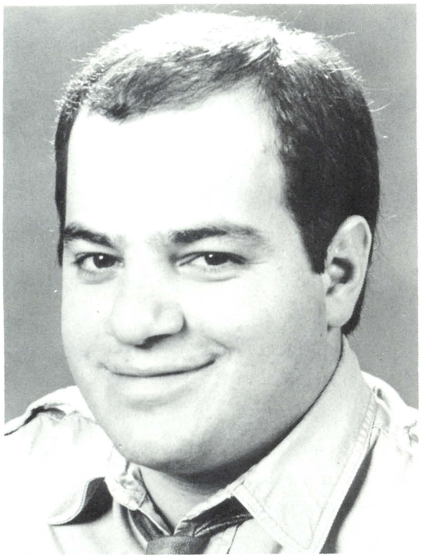
Black Knight 2000™

A legend in our own time.

Williams
ELECTRONICS GAMES, INC.
3401 N. California Ave., Chicago, IL 60618
(312) 267-2240 Telex 253095
Fax (312) 267-3747

Height: 75″ (191 cm)
Height with backbox folded: 54″ (137 cm)
Width: 29″ (74 cm)
Depth: 54″ (137 cm)
Weight: 225 lbs. (102 kg) uncrated
245 lbs. (111 kg) crated

NOTICE: "BLACK KNIGHT 2000" is a trademark of Williams Electronics Games, Inc. © 1989 WILLIAMS ELECTRONICS GAMES, INC. Patent pending.



Steve DeFrisco

DeFrisco joins Data East

Innovative software game designer Stephen J. DeFrisco has joined Data East USA to spearhead the company's move into new recreation software markets while continuing its leadership in the arcade game market.

DeFrisco, 29, was named director of game design and will be responsible for developing both consumer software and video arcade game titles for Data East.

President Bob Lloyd said, ''As part of Data East's growing development team, Steve will play a key role as the company moves into new product categories and platforms within the recreation software arena. His experience developing action-oriented games for a mix of platforms fits perfectly with our company's long-term strategy.''

Prior to joining Data East, DeFrisco designed and implemented code for Axlon games. He also worked with Hippopotamus Software, Bantam Books, and Imagic Inc.

Wolverine has new address

Wolverine American, a Michigan distributor, has moved its headquarters. The new address is 26400 Capitol, Redford, Mich. 48239. The new phone number is (313) 937-4600; the FAX number is (313) 937-1802.

Sullivan to post of president

Gregory B. Sullivan has been named president of Intermark Amusements. He was previously executive vice president of Intermark Gaming International, the parent company of Intermark Amusements.

Intermark has a broad line of sports games including basketball, football, golf, table tennis, and shuffleboard. In February the company moved its sales and service facility from Scottsdale, Ariz., to a larger facility in Phoenix to accommodate the increase in staff and the enlargement of the product line. In April the company entered into a licensing agreement with Anheuser-Busch.

New Orleans police seize poker machines

New Orleans police confiscated one poker machine and made three arrests in a May gambling raid. Four undercover agents entered a restaurant while an employee was accessing the accounting code on the machine, using an illegal computer chip, according to state police. Agents also seized $400 in cash.

The police told a local newspaper that they had played the machine in the past and had been paid off. ''This is not just seizing a machine. It is a gambling case,'' they said.

Investigators have estimated that there are 30,000 machines being operated illegally statewide, netting thousands of dollars in profits.

Birmingham Vending staff

Valley awards Birmingham

Birmingham Vending Co. of Birmingham, Ala., has been awarded the ''Most Improved Distributor Award'' for 1988 from Valley Recreation Products for an outstanding performance in bringing Valley products to the marketplace.

In making the award to Birmingham, Valley's Alan Shafer remarked, ''The performance by Birmingham was most gratifying, and they richly deserve the award for the most improved distributor among the fine Valley distributor network.''

Brady Distributing recently received the ''Cougar's Pride Award'' as the distributor of the year.

Rene Lopez (r) was the featured speaker at the semi-monthly meeting of the Chicago Metropolitan Music and Amusement Association. Mike Holl (l) is the president of the association.

Tekbilt names service manager

Tekbilt Inc. of Willow Grove, Pa., has named John Browne as its new service manager. Browne was formerly with SMS Manufacturing Corp.

Browne brings extensive coin-op experience in service and customer support. He was welcomed by Tekbilt president Buzz Bruner, who said, ''John's tremendous working knowledge in the video poker industry will enable Tekbilt to provide fast efficient service to our customers around the country.''

Browne will be directly involved with the development of the new products that Tekbilt will be introducing this year.

Ballouz receives Joe Robbins award

Frank Ballouz, president of Fabtek, has been named the 1989 recipient of the Joe Robbins Award, given annually for outstanding participation, contribution, and service to the coin-op amusement industry in the United States.

Ballouz established himself in the coin-op industry during his tenure at Atari and Nintendo before beginning his own company in April 1988. In addition, he served two terms as president of the American Amusement Machine Association.

The award was presented to Ballouz by Bill Cravens, director of sales and marketing for Capcom, at a dinner held in conjunction with the AAMA annual meeting in Washington, D.C. Cravens was the 1987 recipient of the award. Other recipients have included John Blouin of James Industries, Norm Goldstein of Monroe Distributing, the late Don Osborne of Atari, and Joe Robbins himself.

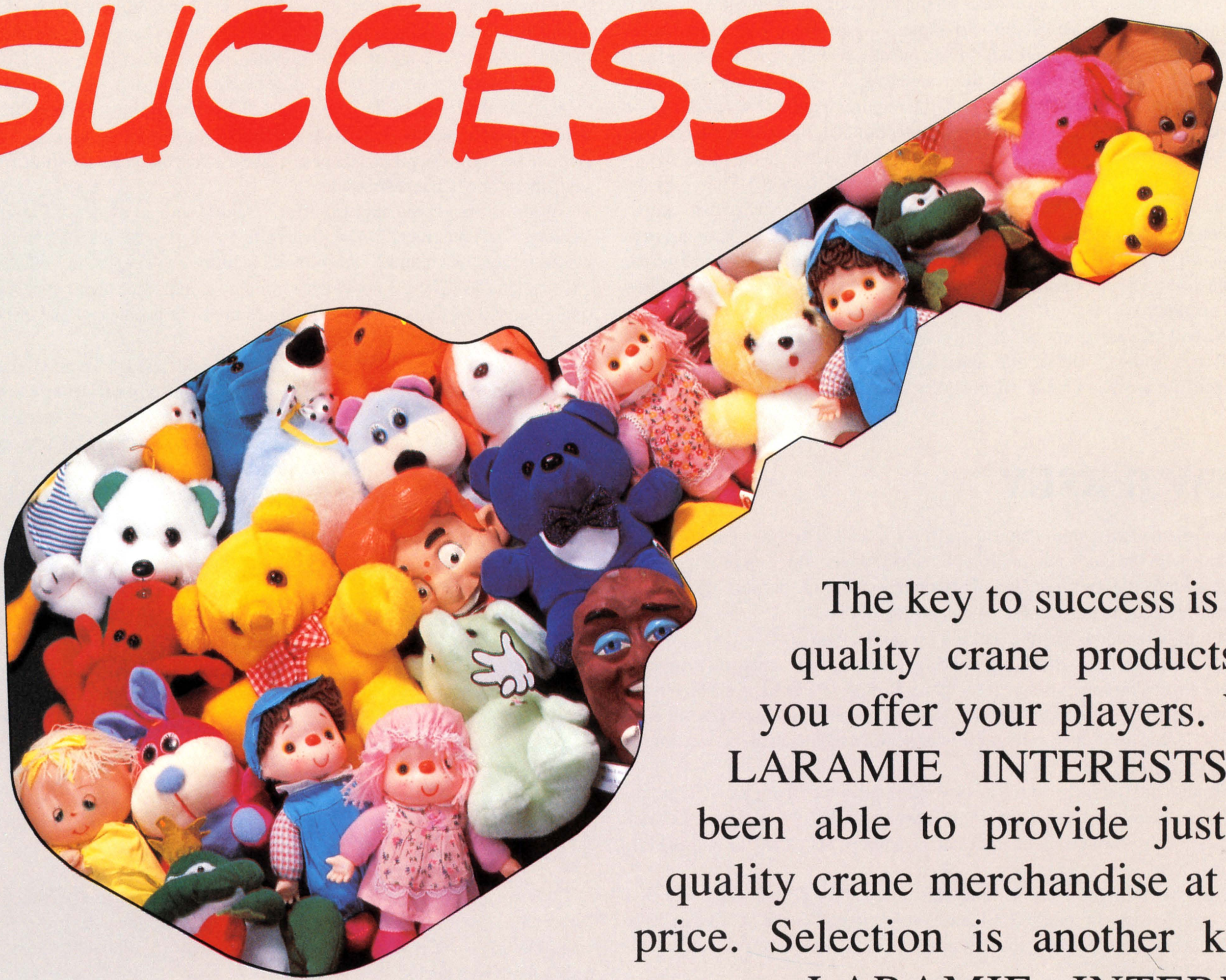
Time-Out for fun

Sega's Time-Out recently cut the ribbon on a state-of-the-art family entertainment facility located in L.J. Hooker's Forest Fair Mall in Cincinnati. It is the new attraction in a 100,000 square-foot entertainment court located in the mall, designed to entertain shoppers as well as attract additional patrons to the mall.

It features a wide range of attractions reminiscent of a theme park and carnival midway. At the center is a carousel with 30 brightly-painted steeds that is certain to attract kids of all ages. It also has a miniature golf course, games, and kiddie rides.

According to Arnold Kaminkow, president of Time-Out, and vice president Tico Bonomo, ''When the entire family can enjoy a combined entertainment experience it brings them back more often, increasing traffic for all of the retailers.'' □

UNLOCK THE SECRET TO SUCCESS



The key to success is in the quality crane products that you offer your players. We at LARAMIE INTERESTS have been able to provide just that, quality crane merchandise at a fair price. Selection is another key to success. LARAMIE INTERESTS has always been able to and will continue to provide a great selection in every Plush Pak™.

We believe that in order for us to continue our success in the crane industry, you the operator, must also enjoy the same success, and that is why we strive day after day to give you the finest selection of crane merchandise for your money.

LARAMIE INTERESTS

Your *Custom Plush Pak*™ Headquarters

U.S.: 1-800-521-8697 TEXAS: 1-800-237-5874

11300 S. Post Oak Rd., Suite 205 • Houston, TX 77035 • (713)723-2809

STATE UPDATE

MASSACHUSETTS

A video arcade owner in Holbrook, Mass., is drawing fire from other tenants in the Olympia Plaza mall, who complain that he isn't abiding by stipulated conditions of operation. Three businesses submitted a complaint to the town's selectmen, alleging that Gerald Fabian's Olympic Games is causing problems there.

Among the complaints were a failure to install a bicycle rack (it's since been completed), an increase in mall litter since the 35-game arcade opened in February, and a failure to comply with the requirement that kids under 12 be supervised by their parents. As for the latter complaint, Fabian says the parents usually drop the kids off in the arcade and shop elsewhere in the plaza.

"All of a sudden I look and the parents are gone," he said. "Then I see the parents come back with flowers or fish. Now we have to watch the parents, too?"

When Fabian went before selectmen for a license to operate, he brought a petition signed by over 70 residents in case there was any opposition; none transpired. The business was placed under a six-month probationary period by selectmen upon opening.

"We will give him every opportunity to do business," said Selectman Chairman Robert Andrea. "He's trying, and if he's trying, fine. We'll give both parties a chance, but we won't make a decision on it until after the six months is up."

NEW JERSEY

An amusement machine arcade in Butler, N.J., called Birthday Party Express is at odds with the city's mayor, Joseph Nuzzo, over a loitering problem. The arcade is a tenant in the Grand Union shopping center, and the parking lot there has been a frequent hangout for youths for many years.

The mayor contends that the parking lot has become a "war zone," where patrons are subjected to drinking, fighting, bad language, and even drug use. He believes that the loiterers are customers of Birthday Party Express; therefore, Nuzzo is supporting a proposal to have arcades and amusement areas post security guards. He said he's "sick and tired" of policemen having to work overtime to protect the parking lot.

BPE president Louis Perosi Jr. says this loitering problem has existed for years, long before he opened his business three years ago. Perosi employed security guards for nearly two years, but they had no authority to patrol the parking lot, he said.

Perosi has offered to work with officials to solve the problem and adds that a new ordinance is not required, because one is already on the books that deals with loitering. The problem, then, is a lack of enforcement of the existing ordinance, Perosi said.

Some of the youths who gather in the parking lot said they do so because they have nowhere else to go. Police have chased them from the park, and Butler has no youth center, they added.

In other New Jersey news, the New Jersey State Police recently conducted raids on eight social clubs, seizing electronic keno machines and arresting more than a dozen people. The sweep took place in Garfield, Lodi, and Patterson.

Col. Clinton Pagano, the State Police superintendent, said he felt the keno machines were manufactured legally but have been operated in violation of state gaming laws. "We took $4,500 out of one of them," he said. "If a single machine can do that much business in a day, you can bet that if they're not all over, they will be unless we're careful with what's going on."

State Police investigators will be checking not only where the machines might be in operation, but also where they were manufactured and by whom, Pagano added.

NEW YORK

Monroe County legislator A. Michael Hanna is asking the county legislature to pass a law restricting the placement of cigarette vending machines to areas that have an attendant. The attendant, he says, can control access to the machine by pressing a button, allowing the machine to operate.

"From what I have observed, this law is not being enforced to the degree I would like," Hanna said, referring to a state law that prohibits the sale of tobacco to those under 18 years old. He is running for re-election.

Under Hanna's proposal, the vending machine companies would be required to install an electronic device that would allow the attendant to control machine access. The device may be inexpensive and "relatively easy" to acquire and install, he says. But the proposal doesn't take the cost of the devices into account, says operator Michael Montoya.

"We're the ones who have to suffer," said Montoya, owner of Flower City Vending and Amusement. "And what's going to prevent the attendant from pressing the button for a minor?" Said Gerald Sellitto, owner of Main Vending Co.: "It's ridiculous. There's no way it's going to stop people under age from getting cigarettes. I think there's a lot more pressing problems, like crime and drugs."

In other New York news, the city of Niagara Falls, which for many years has allowed expired vending and amusement machine licenses to go unrenewed, is now beginning to toughen its stance. The City Clerk's office is expected to net $10,000 in overdue license fees in more than 400 locations throughout the city, compared to the $12,706 collected for all of 1988.

"What we're finding is that vendors are licensing their machines, but only about 50 percent of what they have out there," said Elsie Paradise, the city clerk overseeing these efforts.

Video games, pinball machines, pool tables, and other types of coin-op amusement machines are assessed a $25 annual charge, plus $2 for a decal. Owners of vending machines must pay a $10 fee per machine to Niagara Falls every year. The ordinances for the charges have been on the books since 1940.

According to Jack Alessi of Regal Vending, which has more than 100 machines, "It's like a stickup without a gun. It's a way to create jobs for the political machine of the city. What do we get for the money? Nothing. We get no extra police protection."

PENNSYLVANIA

The borough council for West Hazleton, Pa., has softened its age requirements for teenagers wishing to play coin-op amusement machines. An ordinance was passed by a 3-2 vote that reduces the age from 18 to 15, though it's being given a six-month trial period.

The ordinance stipulates that anyone with a license for the machines must make sure that no one under 15 plays the games. Also, adult supervision — those 21 or older — must be present when the video games, pinball machines, pool tables, cranes, jukeboxes, etc., are in use. If the regulations aren't followed, licensees will have their permits revoked.

Those who voted against the ordinance say it goes against the wishes of many parents in the borough, who feel the games are not good for their children.

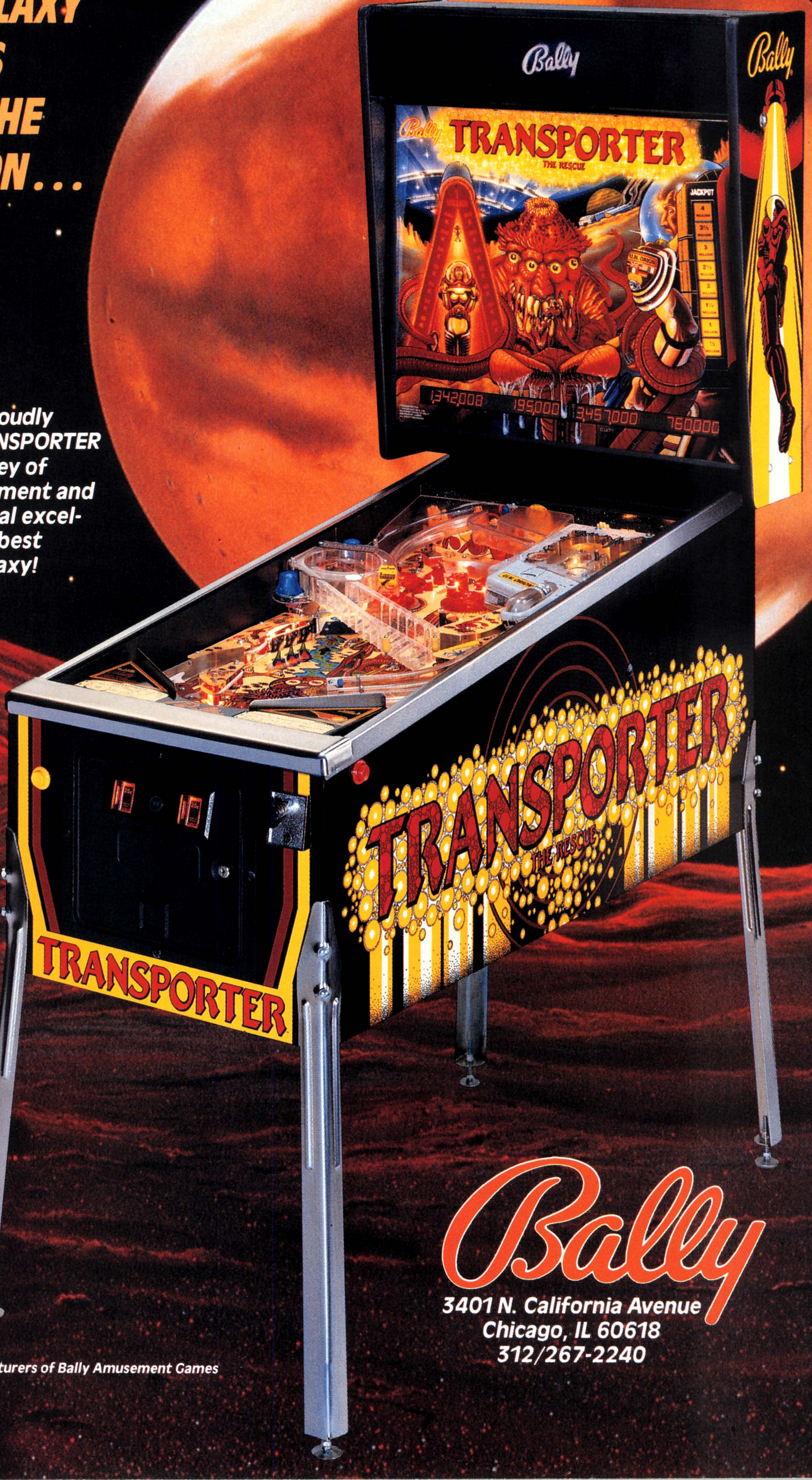
"I think we need to try and find recreation in other places for the kids," said council member George Radziewicz. "I think there's other things youths could do for recreation." Said colleague Dorothy Horvat: "We've had so many troubles with teenagers and pinball machines over the years. We got it all straightened out before, and I don't want to start it up again."

In other Pennsylvania news, PAMMA (Pennsylvania Amusement and Music Machine Association) is gearing up for its annual convention on July 21-22 at the Seven Springs Resort in Champion, Pa. Among the highlighted seminars are "Pennsylvania Legislation and Litigation" and "How To Make Money With Music." The latter seminar will be given by Seeburg's Joe Pankus.

Call (800) 521-7778 (Pennsylvania only) or (717) 232-5322 (out of state) for more information. ☐

JOURNEY INTO A PINBALL GALAXY LIGHTYEARS AHEAD OF THE COMPETITION . . .

Bally Games proudly launches TRANSPORTER The Rescue. An odyssey of intense pinball excitement and revolutionary technical excellence making for the best investment in the galaxy!


Bally
Bally
Bally
TRANSPORTER
THE RESCUE
JACKPOT
1,342,008
195,000
3,457,000
760,000
TRANSPORTER
THE RESCUE
TRANSPORTER

Bally

3401 N. California Avenue
Chicago, IL 60618
312/267-2240

©1989 Midway Mfg. Co., Manufacturers of Bally Amusement Games

AAMA members visit Congress

From left: Dave Patterson, Bob Fay, Kerry Sharman, Senator Charles Grassley, and Bill Kidwell.

From left: Senator Brock Adams, Frank Ballouz, and Aide Laura Hitchcock.

An impressive set of congressional meetings, a congressional dinner, and congressional participation highlighted the American Amusement Machine Association's annual meeting in the nation's Capitol on May 17.

Twenty-three members of AAMA participated in what the association calls "the most successful day of lobbying the association has ever had." A total of 66 meetings took place on Capitol Hill to discuss the dollar coin and other pertinent legislation. Of the meetings, nine were with senators, 26 with congressmen, and 31 with legislative staffers.

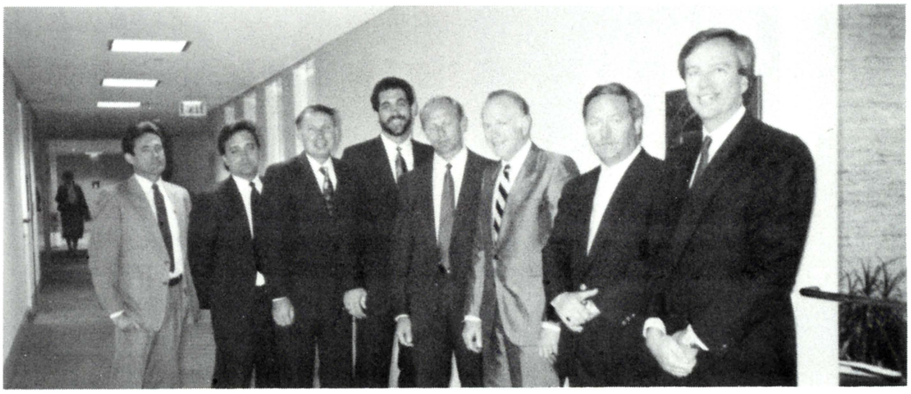
At a pre-meeting breakfast, AAMA members were briefed with the latest up-to-date information and armed with information packets to be left with the congressmen, outlining the association's position on key legislation facing our industry. "Our members feel that our visits to the Hill resulted in several more co-sponsors for the legislation that we are supporting," stated Gil Pollock, the new president of AAMA.

After AAMA's day of lobbying, the members enjoyed a dinner at the Georgetown Club with Congressmen Richard Lehman, Jim Hayes, and Jim Kolbe. It provided AAMA members the opportunity to interact with elected representatives in a less pressured atmosphere. "Members of Congress are faced with groups lobbying hard for and against legislation all the time. Spending time talking about basketball, golf, whatever, can sometimes make your point more memorable. I think the members of Congress who attended our dinner really appreciated the light atmosphere and conversation," said Pollock.

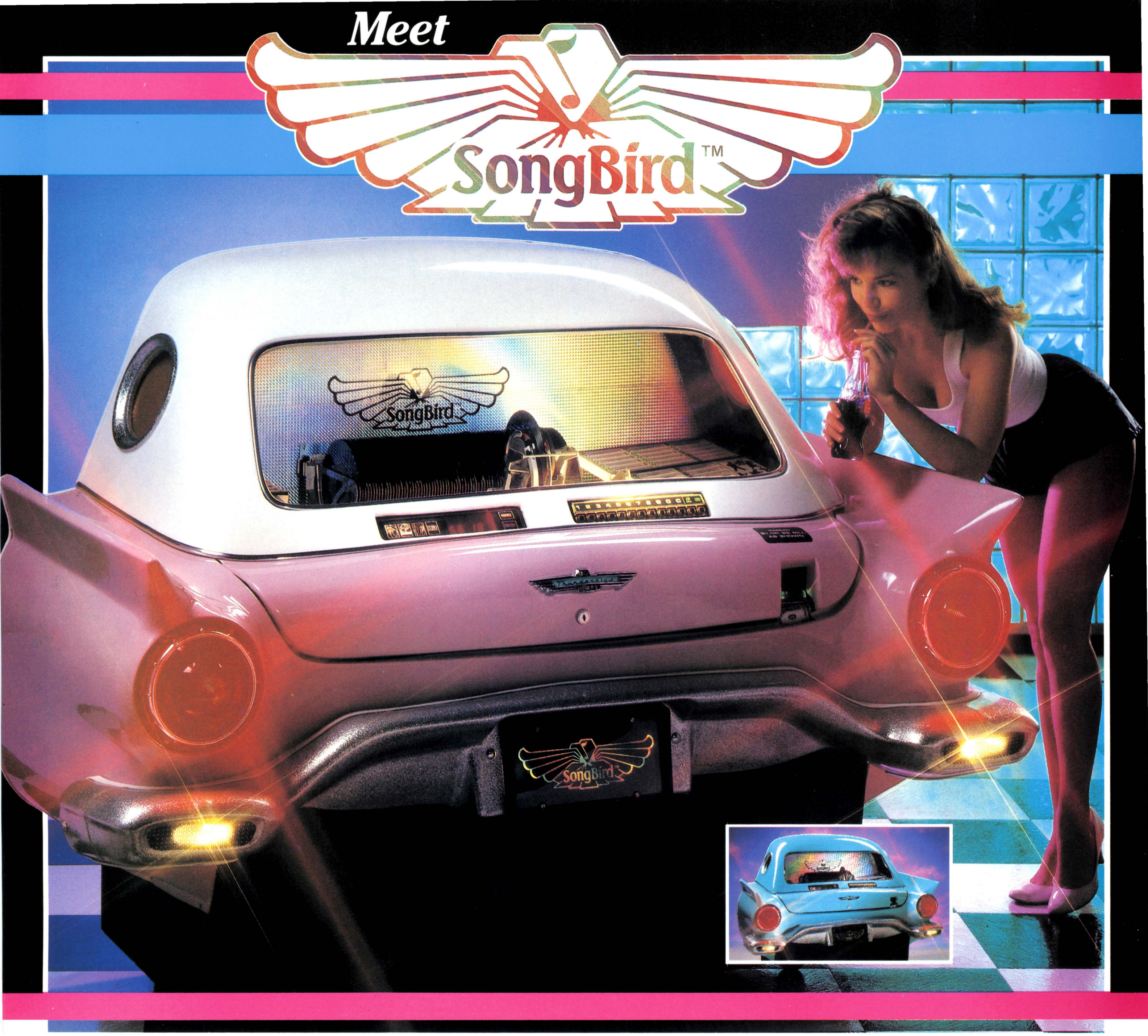
AAMA's Bob Fay added, "Having Congressmen Lehman, Hayes, and Kolbe at our dinner meant we had the three most important players in the dollar coin effort present."

Congressman Michael Oxley of Ohio opened the board of directors meeting with an informative talk about Congress and some of the key issues it will face in 1989. Members were encouraged to ask questions; and were responded to with candor. Congressman Benjamin Gilman of New York sat in on the morning meeting to show his interest and support.

From left: Bob Fay, Alan Stone, Congressman Rod Chandler, and Frank Ballouz.



From left: Aide Ed Baxter, Ray Musci, Bob Fay, Frank Ballouz, Peter Betti, Senator Dennis Deconcini, Alan Stone, and Mark Struhs.



It isn't just cute. It's absolutely compelling!

Introducing the most eye-catching, money-making music machine you'll ever own!

A complete 45 rpm Magnum Stereo jukebox in a modified '57 Thunderbird tail section.

- ★ Fun-to-watch visible mechanism
- ★ Flashing taillights
- ★ A nothing-else-like-it, customer-grabber of an attract mode…engine revving sounds and pulsating exhaust ports (optional.)

And a thunderously powerful, impeccably clear sound that only its NSM/Lions system can deliver.

But the biggest difference is in the collection box. It's often said, but with SongBird, it's the simple truth: It will generate more revenue - **consistently generate more revenue** - than any other jukebox you own. And that includes expensive video and nostalgia boxes!

Visit your NSM distributor…and see why SongBird is opening up more new locations than any other phonograph has in 40 years!

Manufactured By:
Carson City Manufacturing, Inc.

CARSON CITY
PARLOUR

Call us for the name of the NSM distributor nearest you.
612-445-4500

SongBird™ is a Trademark of Carson City Mfgr., Inc.

© Copyright, 1989, Carson City Mfgr., Inc.

TEN YEARS AGO

Jukebox location lists cause controversy

The jukebox compulsory license fee was brand new, the copyright tribunal was adamant about requiring operators to disclose their location lists, and operators were wondering why the governmental body needed the lists. Play Meter went to the source, Thomas Brennen, chairman of the copyright tribunal. It was discovered that the CRT really didn't have any idea either why they needed the lists. It seems they required operators to disclose their locations because the CRT had the right to make them do it.

Play Meter's coinman 10 years ago was Fred Granger, AMOA's executive vice president. He was the appropriate one to talk to about the jukebox license fee issue, since he had been plugging away on the industry's behalf for nearly 15 years. He joined AMOA in 1964 and became an expert on the copyright license fee. Play Meter asked him whether or not AMOA would take the same course on the copyright matter if it had the chance to do it over. He answered, "Yes, I think the operators took the right course. I also think they took the right course in agreeing to pay something."

Operators, although confused and reluctant to pay the license fee, did register 121,000 jukeboxes in 1979. With collection expenses in the copyright tribunal, the agency had about $1 million to distribute to the performing rights societies. The copyright office was debating about better ways to get operators to comply.

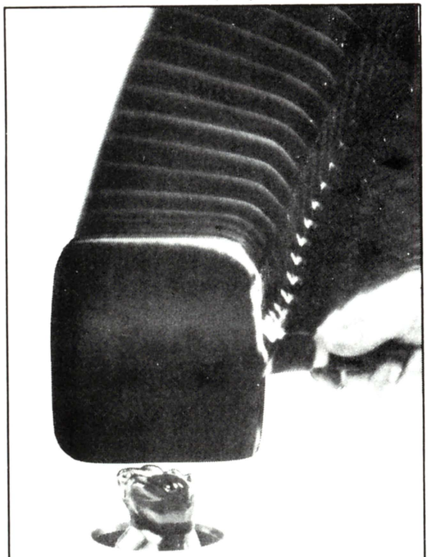
Ironically, 10 years ago the industry was facing a major semi-conductor shortage. Supplies were very tight according to producers at Texas Instruments and Motorola, who were rationing supplies of the circuits most in demand. Delivery was sometimes taking up to 52 weeks after the order.

Cinematronics bought another company called Vectorbeam and planned to increase production of its current game, *Starhawk*. Tom Stroud, Jr. became the president of the company.

In other news 10 years ago, Bally introduced a Susan B. Anthony $1 coin acceptor on its *Paragon* and *Kiss* pinball games; Carol Mart was promoted to manager of advertising and sales promotion for Bally; Shaffer Distributing moved from its downtown Cleveland facilities; Mountain Coin was named a Stern Electronics distributor; J&J Distributors combined efforts with a local radio station in a contest promoting the latest hot singles from CBS and Epic, awarding the winner with a new Rowe jukebox; and Robert Hornick of Canada wrote a book on changing from electro-mechanical to solid state.

New product releases in July 1979 included *Sharpshooter* from Game Plan, Atari *Basketball* and *Baseball*, *Kiss* from Bally, and Game-a-Tron's *GT-2* poker game.

The top tunes from a decade ago were "She Believes in Me" by Kenny Rogers, "Hot Stuff" from Donna Summer, "Reunited" by Peaches & Herb, "Just When I Needed You Most" by Randy Van Warmer, "The Logical Song" by Supertramp, "We Are Family" by Sister Sledge, "Shake Your Body Down" by The Jacksons, "Love You Inside Out" by The Bee Gees, "Minute by Minute" by the Doobie Brothers, and "I Want You To Want Me" by Cheap Trick. ☐

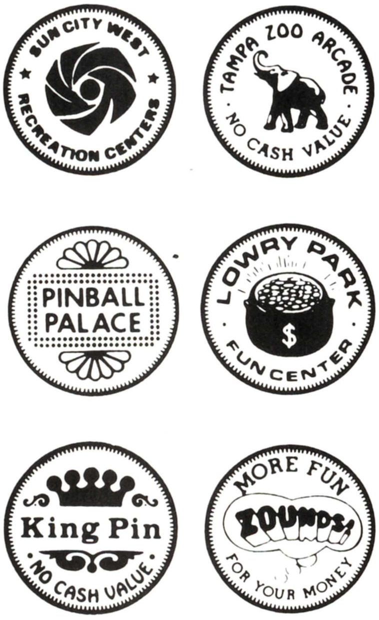


WHAC-A-MOLE

Everyone loves Whac-A-Mole!
Customers love to play and you'll love the way it pays. We have been building popular and dependable games for over a decade. Call and let us tell you more about our entire line of successful games.
Ask about our distributor discount.

Bob's Space Racers, Inc.
427 15th Street, Daytona Beach, Florida 32017
Telephone: 904-677-0761
Manufactured in the U.S.A.
Makers of amusement games since 1970

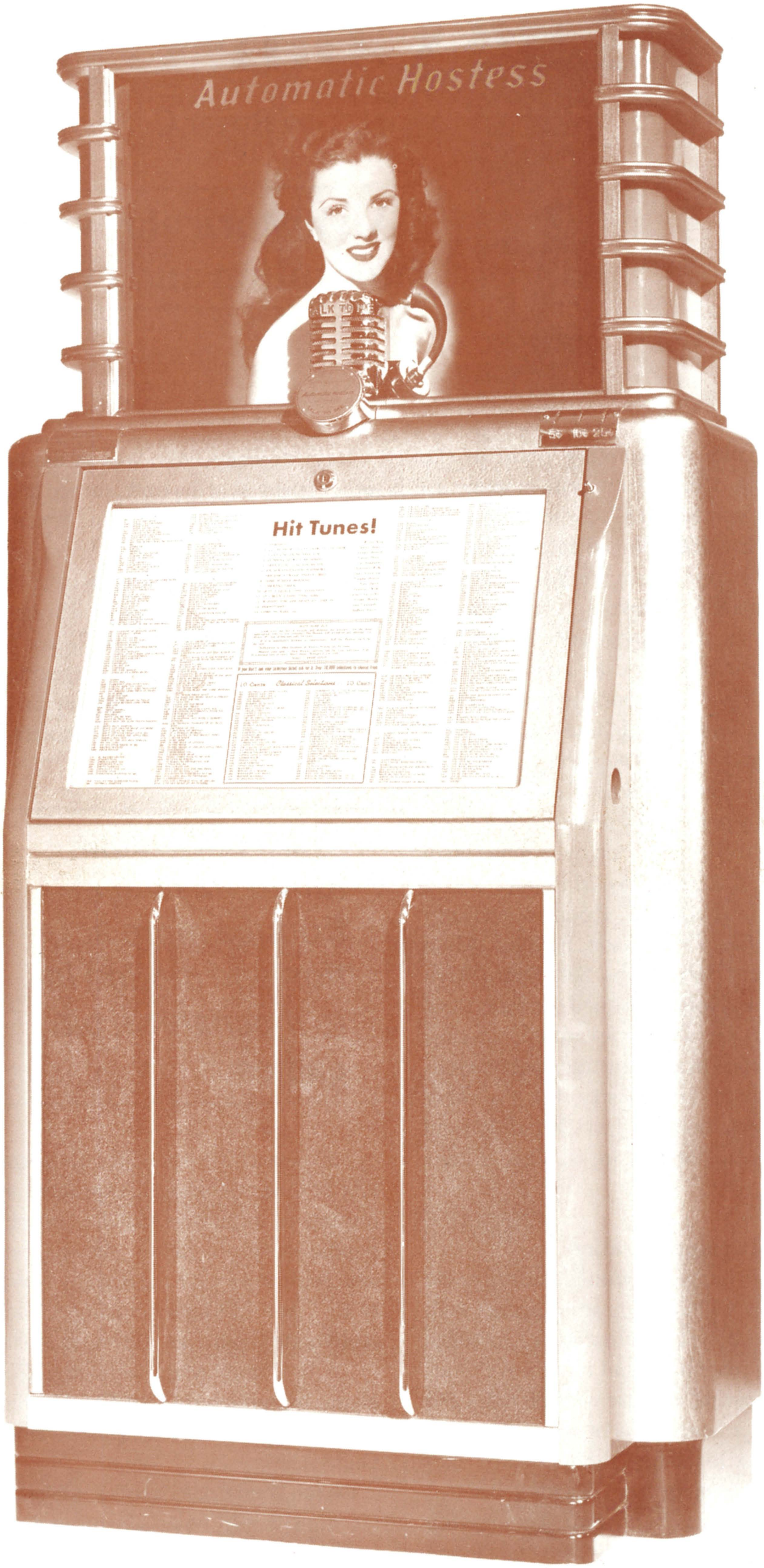
TOKENS



Call or write for complete information

VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON KY. 40555
(606) 231-7100

A pictorial history of the industry


Automatic Hostess
Hit Tunes!
Classical Selections

Three coin slots on this *Automatic Hostess* handled 5-10-25 cents; classical selections were 10 cents each. Among the Top 10 tunes were: "Symphony" by Wayne King (#1), "Let It Snow" by Jimmy Dorsey (#2), and "I Can't Begin To Tell You" by Connie Boswell (#3). Other featured artists were Guy Lombardo, Freddy Martin, Vaughn Monroe, Lawrence Welk, Louis Armstrong, and the Andrew Sisters.

The Coin-Op Legacy

by Roger C. Sharpe

An historical review of innovation and evolution

For me, the starting point of the coin-operated amusement game industry was May 1871, when Montague Redgrave of Cincinnati patented a game called *Improvements in Bagatelles*. By design and play layout, it stands as the precursor of the pinball games that would launch an entire industry almost 60 years later. Since then, notable milestones in design, engineering, and technological adaptation have paved the way for the cutting edge creations that exist today.

Many noteworthy names helped shape the industry we now enjoy. Among them are Bill Gersh, Ray Moloney, David Gottlieb, David Rockola, Harry Williams, Nick Nelson, Ed Pace, Alvin Gottlieb, Harry Mabs, Sam Stern, Steve Kordek, Nolan Bushnell, and a host of others. Gersh, for example, was instrumental in creating trade publications specific to our industry. Each of these men contributed to the rich tradition and heritage of our business. This is their story.

The pin game sensation

Much happened around the turn of the century with coin-op amusements such as jukeboxes, mutoscopes, fortune-telling machines, and other novelty attractions that would leave their mark and spawn a generation of inventions that gave rise to the first commercially- successful pin game from D. Gottlieb & Co. The game was *Baffle Ball*, a countertop creation. Pin games gave several men an opportunity to express their creativity in the design and manufacturing of amusement devices.

Ray Moloney, who was in the mail order business at the time, turned his attention to the new sensation. When he couldn't get David Gottlieb's creations fast enough to distribute to an insatiable audience, he started up his own business in 1931 with a game called *Ballyhoo*. The name came from a satirical magazine of the time. The rest was history as the machine took off and Bally Manufacturing Corp. was born.

> ***"Harry Williams found ways to introduce more action and motion into mechanical pin games."***

This was a time when literally dozens and dozens of companies sprouted up, hoping to capitalize on the growing popularity of pin games. Among these new companies were the Royalty Novelty Co., World Manufacturing, Genco, Automatic Industries, Hercules Novelty, E.E. Junior Manufacturing, Coin Game Manufacturing, A&M Vending Machine Co., and Artists and Creators Guild.

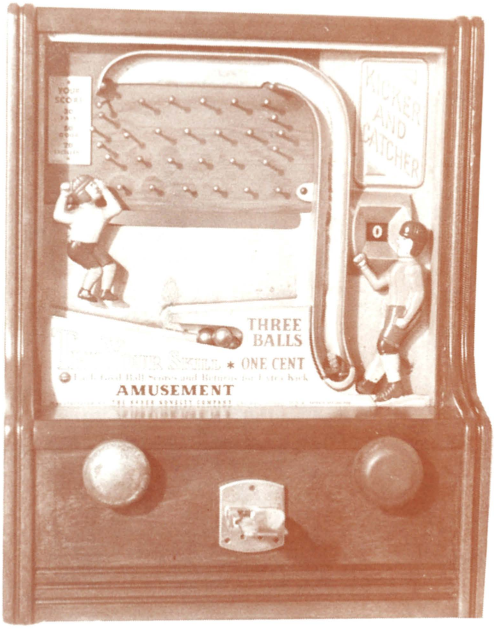
On the West Coast, another jobber for Gottlieb would have a profound and lasting influence on the success and evolution of pin games for four decades. His name was Harry Williams, and his first effort was a game called *Advance*. Williams found ways to introduce more action and motion into mechanical pin games. Arches at the top and bottom of the playfield were made of metal, rather than wood. A visible coin chute helped to stop the use of slugs. The game gave ten balls to the player, who maneuvered them through mechanical gates and down into high-scoring areas of the playfield.

In addition to innovative design, Williams is credited with adding the word "tilt" to the pinball language. Those delicately counter-balanced gates on *Advance* were vulnerable to the jabs of players. Williams was angered by players who cheated by slapping the bottom of the machine to make the gates bounce up and let the balls go through without having to aim. He invented a simple, effective device that stopped play if the machine was handled roughly. After hitting the machine equipped with the device, a player remarked, "Oh, look, I hit it and it tilted." The device, first called a "stool pigeon," became known as "tilt." When electricity came to pinball games, Williams invented the "pendulum tilt" still used on machines today.

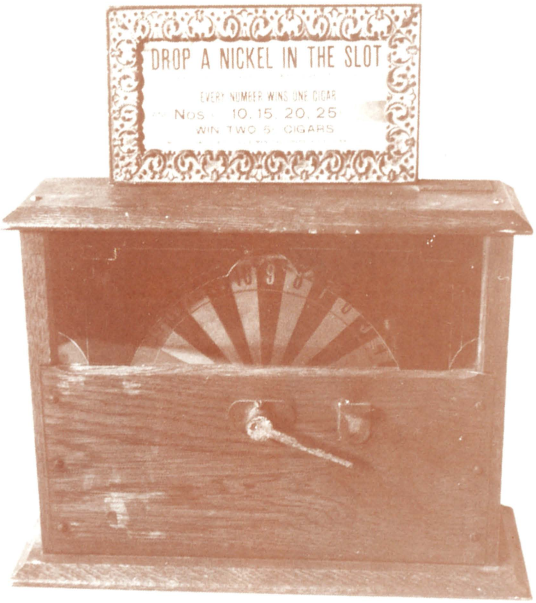
The industry was continually shaped by innovative companies. One was the Exhibit Supply Co. of Chicago, which helped build up penny arcades in the early 1900s by pioneering such action novelties as the "iron claw" and "digger" machines.

The Mills Novelty Co. made contributions in the form of pin games and jukeboxes. Although it billed itself as the

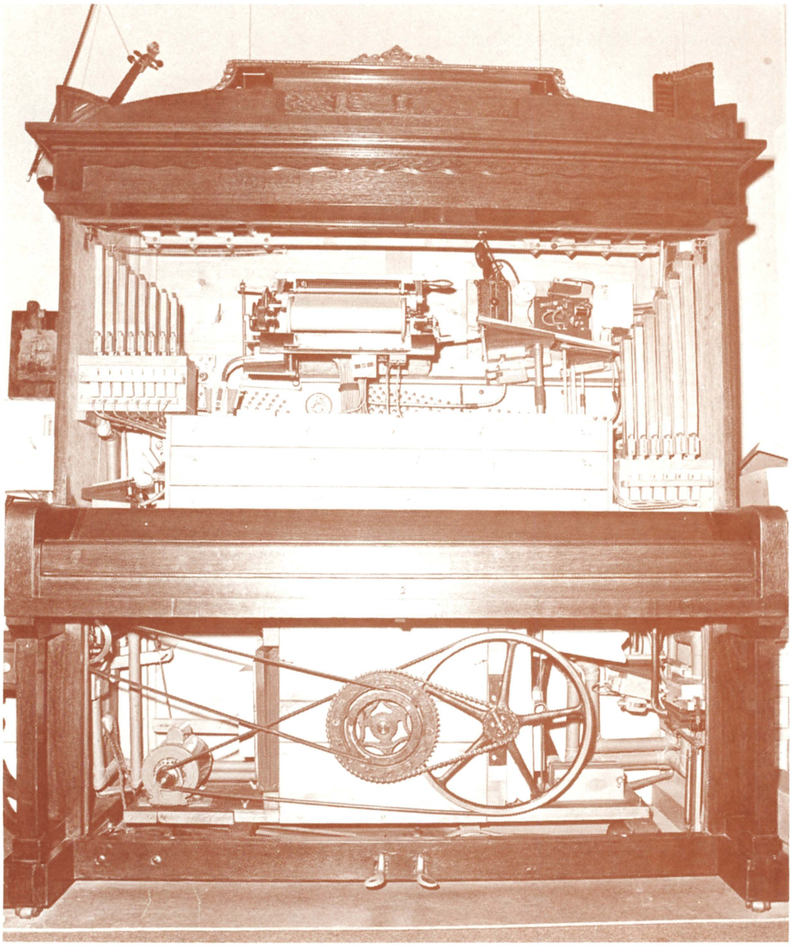
NOSTALGIA


KICKER AND CATCHER
THREE BALLS
ONE CENT
AMUSEMENT

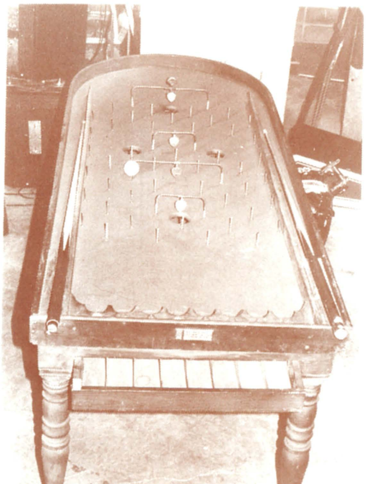
The Baker Novelty Co. of Chicago made sure everyone knew this game of *Kicker and Catcher* was for "amusement only." The price: one cent


DROP A NICKEL IN THE SLOT
EVERY NUMBER WINS ONE CIGAR
Nos. 10 15 20 25
WIN TWO 5¢ CIGARS

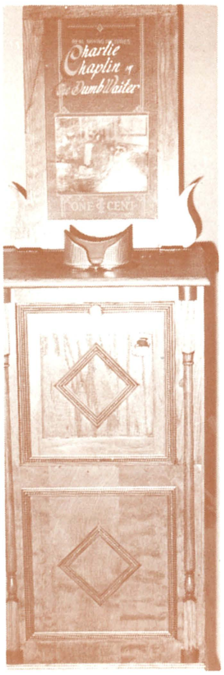
"Drop a nickel in the slot" says this machine from M.O. Griswold and Co. in Rock Island, Ill. Every number wins one cigar.



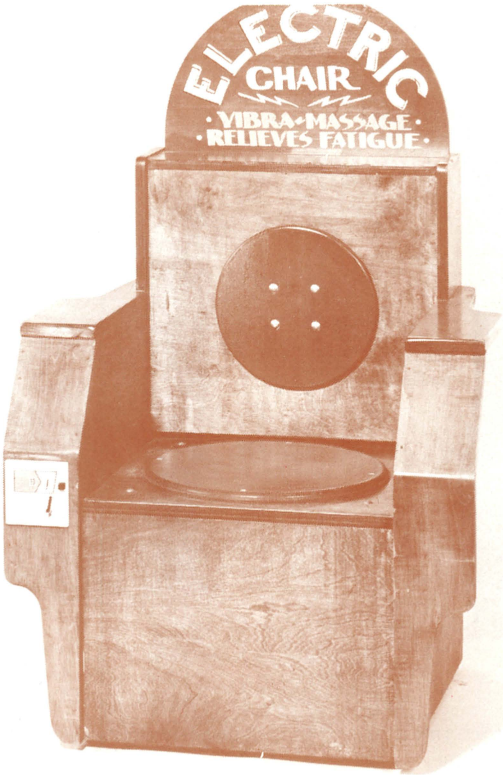
An inside look at a "nickelodeon," that offered instrumental sounds at the drop of a penny or nickel.



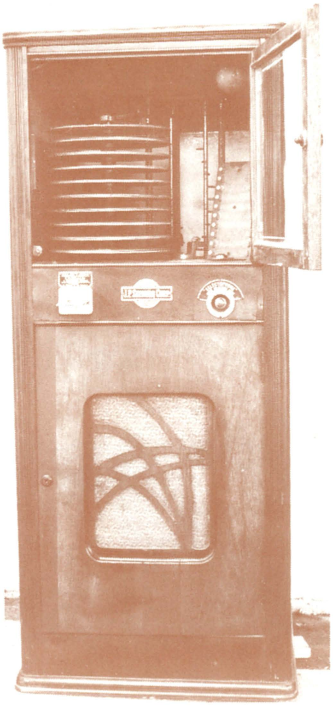
Pinball Pool from the Monarch Co. in New Haven, Conn., 1902.


Charlie Chaplin
The Dumb Waiter
ONE CENT

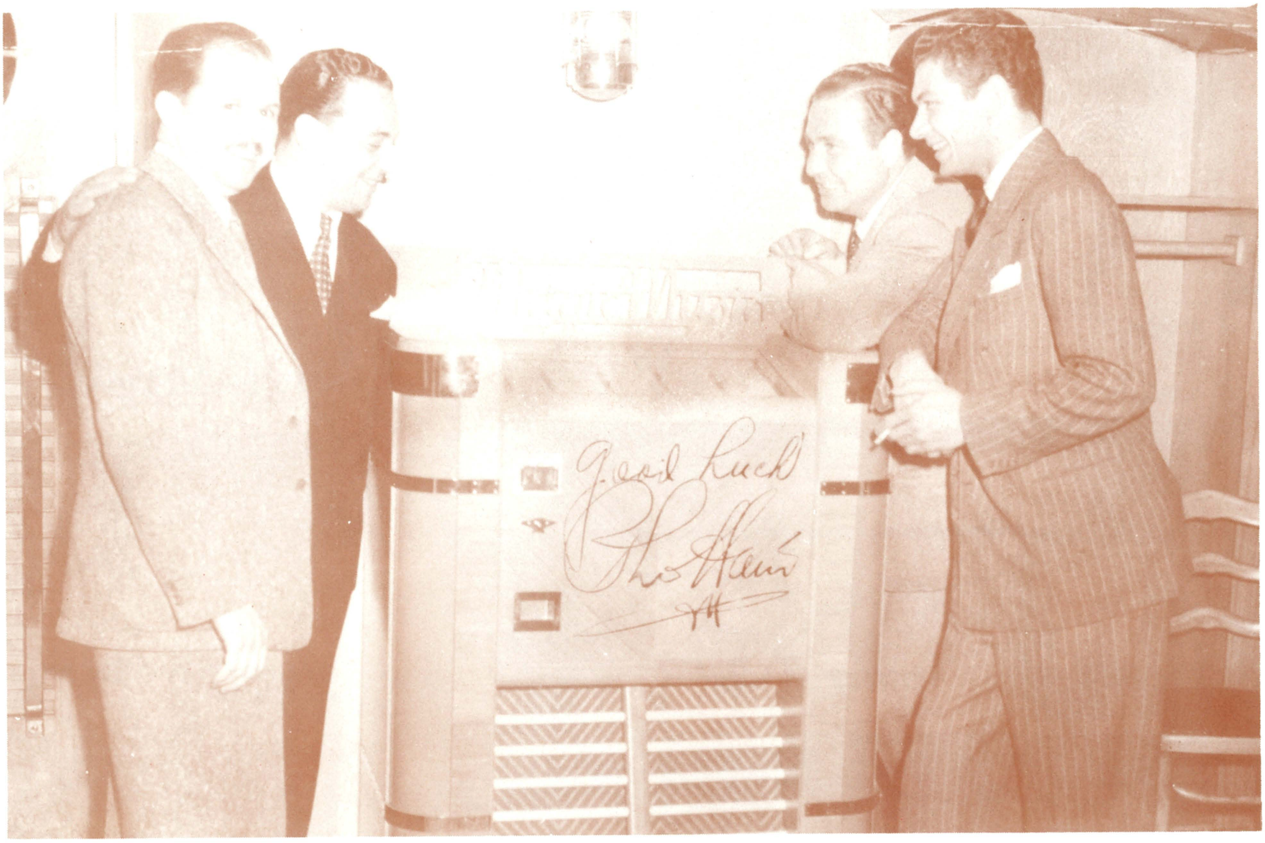
One cent was all that was needed to see "real moving pictures" of Charlie Chaplin.


ELECTRIC
CHAIR
VIBRA-MASSAGE
RELIEVES FATIGUE

Sitting in this coin-op electric chair massager must have been a dubious pleasure.



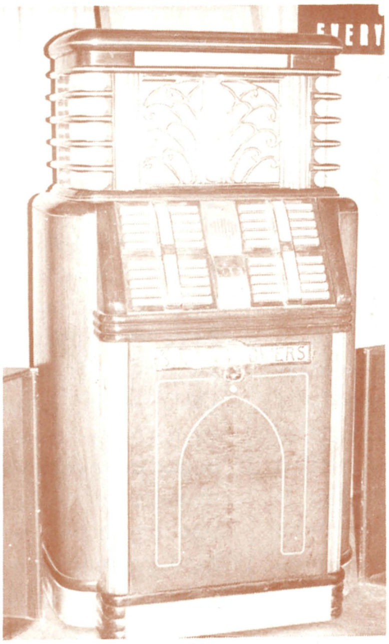
An early phonograph, the *Selectaphone*, by the J.P. Seeburg Corp. of Chicago, offered one selection for a nickel, two for a dime.

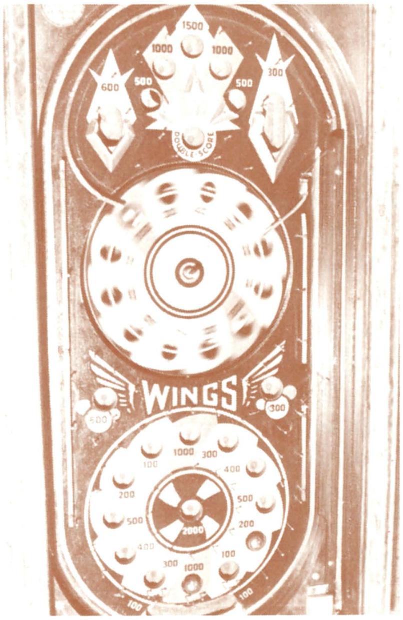

Good Luck
Phil Harris

Entertainer Phil Harris (second from right) signed this 1937 photo as he joined others in admiring the *Magic Music* machine. Phonographs were soon to change in 1938, the beginning of the Golden Age.

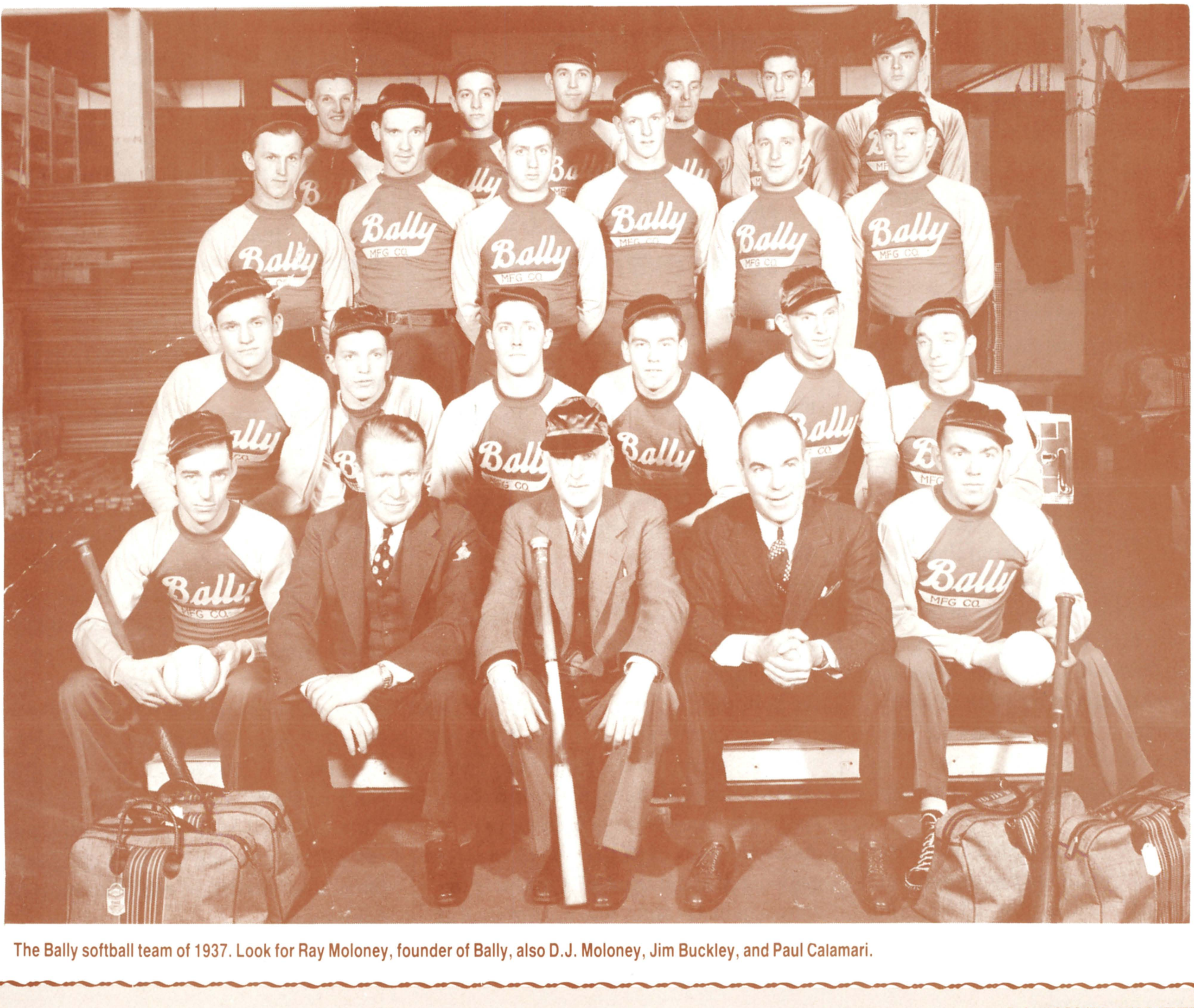
NOSTALGIA

The 1937 A.M.I. *Singing Towers* phonograph.




1500
1000
1000
600
500
500
300
DOUBLE SCORE
WINGS
300
1000
300
100
400
200
500
500
200
2000
400
300
1000
100
100

Rock-Ola debuted its pinball, *Wings*, in 1933. Written in the upper left hand corner: "10 percent has been paid on this amusement machine."


Bally
MFG CO.

The Bally softball team of 1937. Look for Ray Moloney, founder of Bally, also D.J. Moloney, Jim Buckley, and Paul Calamari.

"World's Largest Slot Machine Manufacturer," it turned its attention to the pin game market in 1932 with the *Mills Official*. Regarded as one of the best constructed and most beautiful games of the day, it featured the first "push button ball life," a finely-crafted cabinet, and a set of mounted instructions considered the forerunner of today's backglass.

The company's famous art deco jukebox, the 1939 *Empress*, introduced dramatic new lines to phonographs. Viewed as the queen of jukeboxes, it blended plastic, metal, and wood, as did other jukeboxes of its day. But none had the stand-out good looks and curved lines of the *Empress*. The same year, Mills added the *Throne of Music*, less bold than its sister machine.

Mechanical ingenuity was best exemplified by David Rockola, who left his mark on the pin game business as well as jukeboxes. His pin game, *Jigsaw*, debuted in 1933. His previous model, *World Series*, had sold over 50,000 units, but *Jigsaw* was unique. Players had to assemble an actual metallic jigsaw puzzle on the playfield. For the first time, players had a visible challenge and visible reward beyond obtaining a high score.

Pin game advancements

Realizing that possibilities for all-mechanical pin games were quickly being exhausted, Harry Williams and his partner Fred McClellan searched for something new. The two operated the Pacific Amusement Manufacturing Co. in Los Angeles. Next to their small factory was another one that made solenoids. With advice from that company, Williams designed the ancestor of the modern pinball kick-out hole. Batteries were used for power in this game that had a steel ball falling into a scoring hole, then kicked out by an electrically-powered peg when a second ball completed the power circuit by falling into a second hole. The game *Contact* had this feature.

As a joke, Williams added an electric doorbell to a *Contact* in the showroom. The bell offered a new twist, and operators who ordered the game with the bell found it took in double the money. Although popular in California, *Contact* did not gain national recognition until it was noticed by a Bally distributor, Irving Bromberg.

Williams joined with Bally in a game called *Multiple* that featured the electric tilt mechanism and scoring holes that increased in value every time a ball dropped in. A mechanism behind every hole showed the current value. This development became modern scoring drums.

Slot machines were still legal in many states in the '30s, and their popularity was a challenge for pinball. In the fall of 1933, Bally introduced *Rocket*, the first automatic "pay-out" pinball machine. If the player reached a certain score, or hit a special target, the machine would automatically pay-out in cash. Ray Moloney considered these skill games. The market became filled with automatic pay-out pinballs.

> ***"The 1936 pin game* Multiple *featured the electric tilt mechanism and scoring holes that increased in value every time a ball dropped in."***

The pinball backglass evolved from an idea at the Stoner Manufacturing Co. of Aurora, Ill. Brightly painted backglasses attracted customers and became the logical place to locate the new electric features like automatic totalizers. Backglass artwork led to thematic designs on both the playfield and the illuminated glass. The Bally game, *Skyscraper*, showed a city skyline and invited players to light all the windows in the building.

Many companies moved from cramped garages and lofts into huge factories, many on Chicago's North Side. Assembly lines were geared up to produce thousands of games a week to meet growing demand. By 1935, the hit of the annual industry show was not a pinball at all, but a horseracing game, *Paces Races*, from the Pace Manufacturing Co. of Chicago. Players could bet on win, place, and show. The game could only be operated legally in states with permissive gambling laws. Yet, plenty of buyers were interested, even when Ed Pace announced that the game would sell for $550.

As Bill Gersh recalled in the book, **Pinball**, "Soon lines were forming at the Pace factory on South Wabash Ave. Most game operators only had small amounts of money. It was still the Depression, after all. But from somewhere— from aunts, uncles, cash buried in the back yard — people got the money to buy *Paces Races*. They were standing in line, with money in their hand, begging for a machine."

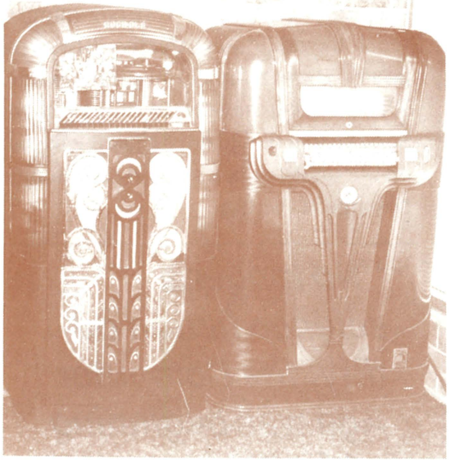
Paces Races had an impact on the price of pin games as manufacturers realized that operators could pay high prices for a game they wanted. This game was also more competition for pin games. Bally designer Nick Nelson infused new life into pin games in 1937 when he invented the bumper. It first appeared on the game of the same name, causing pinball strategy to change. Other improvements gave muscle that added speed, excitement, and an element of unpredictability to the playfield. Later modifications became "pop bumpers," "mushroom bumpers," and "thumper-bumpers."

Changes on the horizon

Public sentiment started to change at the close of the '30s. It was to have a profound influence on those companies that could survive the onslaught and those relegated to only footnote status in the historical saga of the industry. More important was the passage of legislation from coast to coast that began banning coin-op product. Everything became moot by 1941, when a far greater concern loomed.

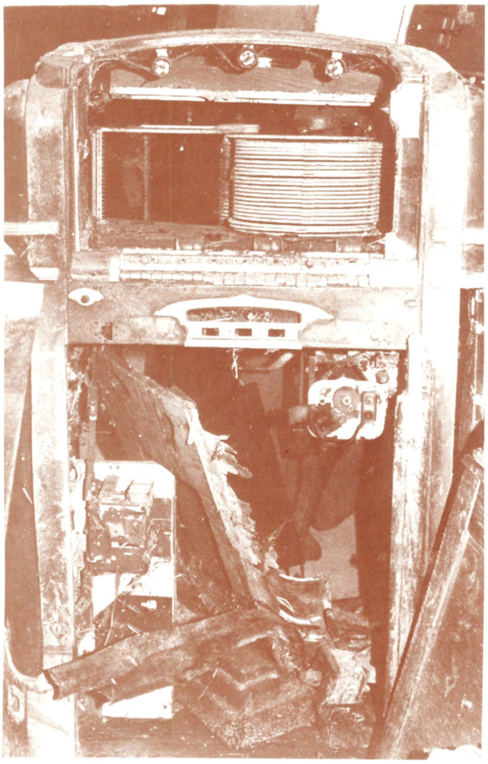
Every ounce of steel and copper and every ball bearing was precious to wartime factories. Pinball was out for the duration of World War II. The assembly lines at Bally, Gottlieb, and Chicago Coin stopped making playfields and retooled to produce machine gun parts, parachute harnesses, and other military equipment.

By war's end, many companies had gone out of business. Survivors faced

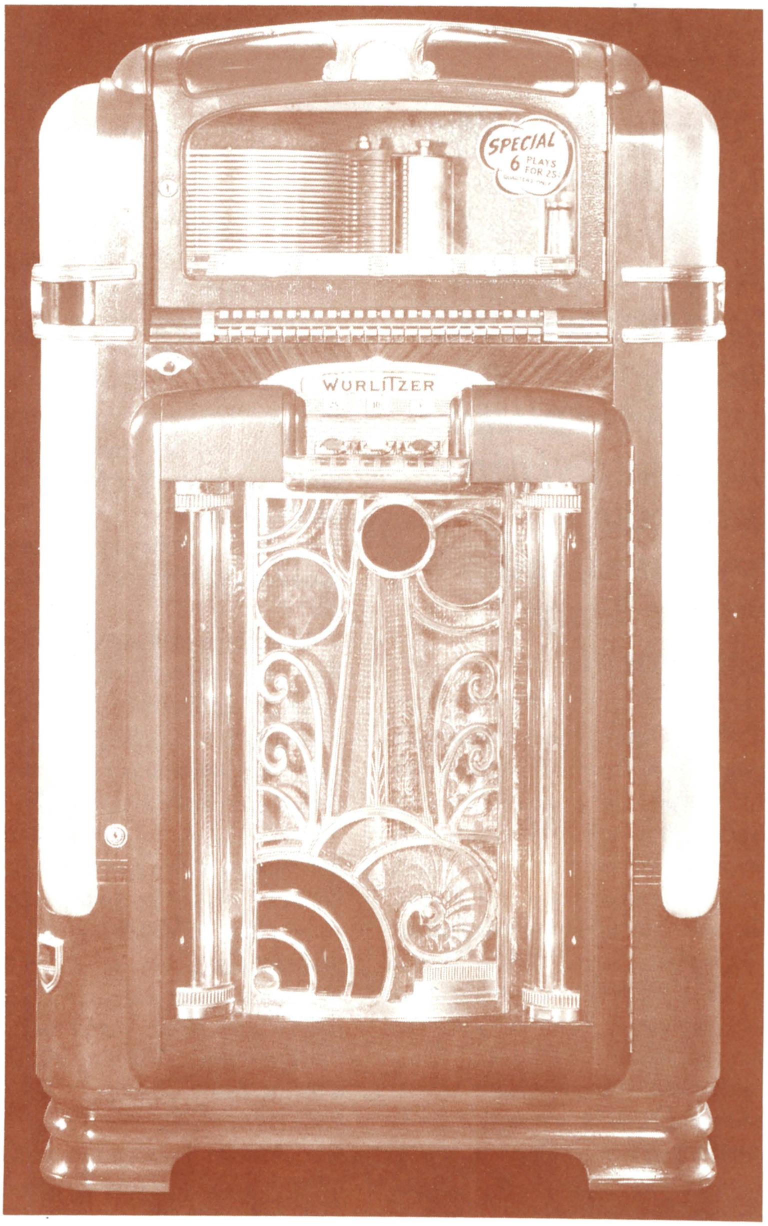


Classic jukeboxes from the past: a Rock-Ola model from the '40s and the Mills *Empress*, a 1938 stunner considered the queen of jukeboxes.

This was the entire Bally engineering department in January 1941.



Just like Cinderella's castle, this Wurlitzer 1940 Model *700* has fallen into a sad state of disrepair. Designed by the renown Paul Fuller, it sold over 9,000. It may be lucky enough to be restored to its former glory (see right), a striking combination of red, yellow, and green plastic blended with chrome and fine wood. Note the price: six plays for 25 cents.



harsh laws and public distrust. Many regarded pin games as gambling devices. "Skill" became the buzzword, and the industry got just that with the "flipper" that first appeared on the 1947 Gottlieb game, *Humpty Dumpty*. Designed by Harry Mabs, flippers were activated by control buttons. They were a step forward for pin games.

Pay-out games and novelty amusement pinball machines were involved in head-to-head competition for players' attention and money as the industry attempted to keep the momentum going. But legislative barriers increased to ban the proliferation of coin-op equipment when, once again, Harry Williams entered the picture with a "free play" capability for pinball. He hoped this feature could stem the adverse tide against the industry.

> ***"During World War II, the assembly lines at Bally, Gottlieb, and Chicago Coin stopped making playfields and retooled to produce machine gun parts, parachute harnesses, and other military equipment."***

Bill Bellah, an inventive young man working for Williams, developed the first "free play" device. He listened attentively as Williams explained that he wanted to make something that would compete with pay-out games and vend only amusement, while not giving a cash award. Williams said, "What I would like is that if the player accomplished a certain objective, he could play the machine for free the next time."

Bellah tinkered late into many an evening and came up with a new device. It consisted of two little scoring drums with numbers one to 15 on each. By hitting a certain target, the drums went around. A player could push the coin chute for a free play as long as there wasn't a zero on the other drum. Williams worked late with Bellah, laying out a playfield with the new "free play" principle.

Pinball continued to adapt technology and offer more features and functions for an ever-demanding audience of players. Legal cases and issues dominated the industry during the years just following World War II as the surviving manufacturers attempted to piece together their livelihoods. Even a Supreme Court case in 1956 did little to lessen the stigma attached to the business. Restrictive legislation effectively banned pinball from Chicago, New York City, and Los Angeles until almost two decades later.

The '50s and '60s still stand as significant years for pinball, with advancements in design leading to a variety of gadgetry that has since become commonplace. Some were improvements or modifications of existing components, while others expanded the three-dimensional universe under glass.

A frustrated designer himself, Sam Stern felt strongly about the importance of innovative design features, especially those produced during his years at Williams Electronics. "We came out with the original drop targets," he once told me, "but they were individual ones. We've since been copied by manufacturers who use banks of drop targets. We came out with a 'swinging target,' and I don't think anyone has copied that yet. We also came out with the first 'long flipper'."

Aside from brilliant graphics for pinball, and nuances in design with asymmetrical playfields, the industry continued to move ahead, looking for the next great invention or trend that would propel coin-op to a new level.

In 1971, D. Gottlieb & Co. experimented with a pinball machine that could be played by two people at the same time. *Challenger* offered two separate playfields and action that was isolated at either end, depending on the player's proficiency and skill. Allied Leisure attempted their own variation on a theme with a concept called "shaker ball" on two machines: *Spooksville* and *Sea Hunt*. In these games, players had the ability to control the movement of the playfield, as well as the flippers, with two handle controllers.

The Computer Age

Electro-mechanics were beginning to reach the end of an effective life as the power source for coin-op equipment. There was a new technology on the horizon that would have a lasting impact on the industry in a way no one thought possible at the time.

> ***"No longer a science fiction oddity, the Computer Age was beginning with all the magic that pinball once held during the Great Depression."***

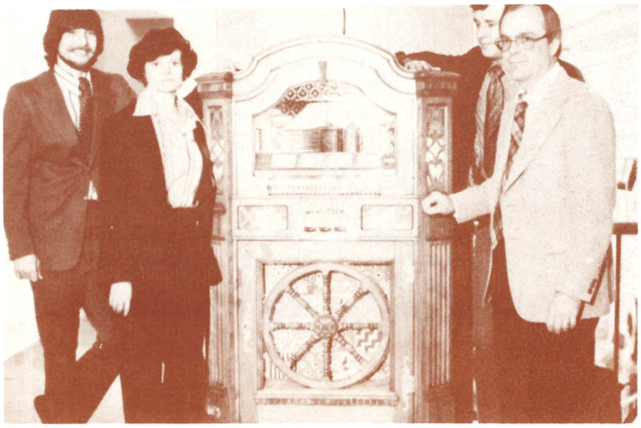
Nolan Bushnell would bring the world a commercially-viable video game, *Pong*. The notion of black and white video screen action was born, to the wonderment of a new generation of players raised in the television age. This creation would help fulfill the dreams of two intrepid computer advocates, Steven Jobs and Steve Wozniak, who were building a machine they ultimately called the Apple computer.

No longer a science fiction oddity, the Computer Age was beginning with all the magic that pinball once held during the Great Depression. An entire society was more than willing to embrace a technology that held out the promise for future generations to become more productive, better educated, and more in control of their destinies.

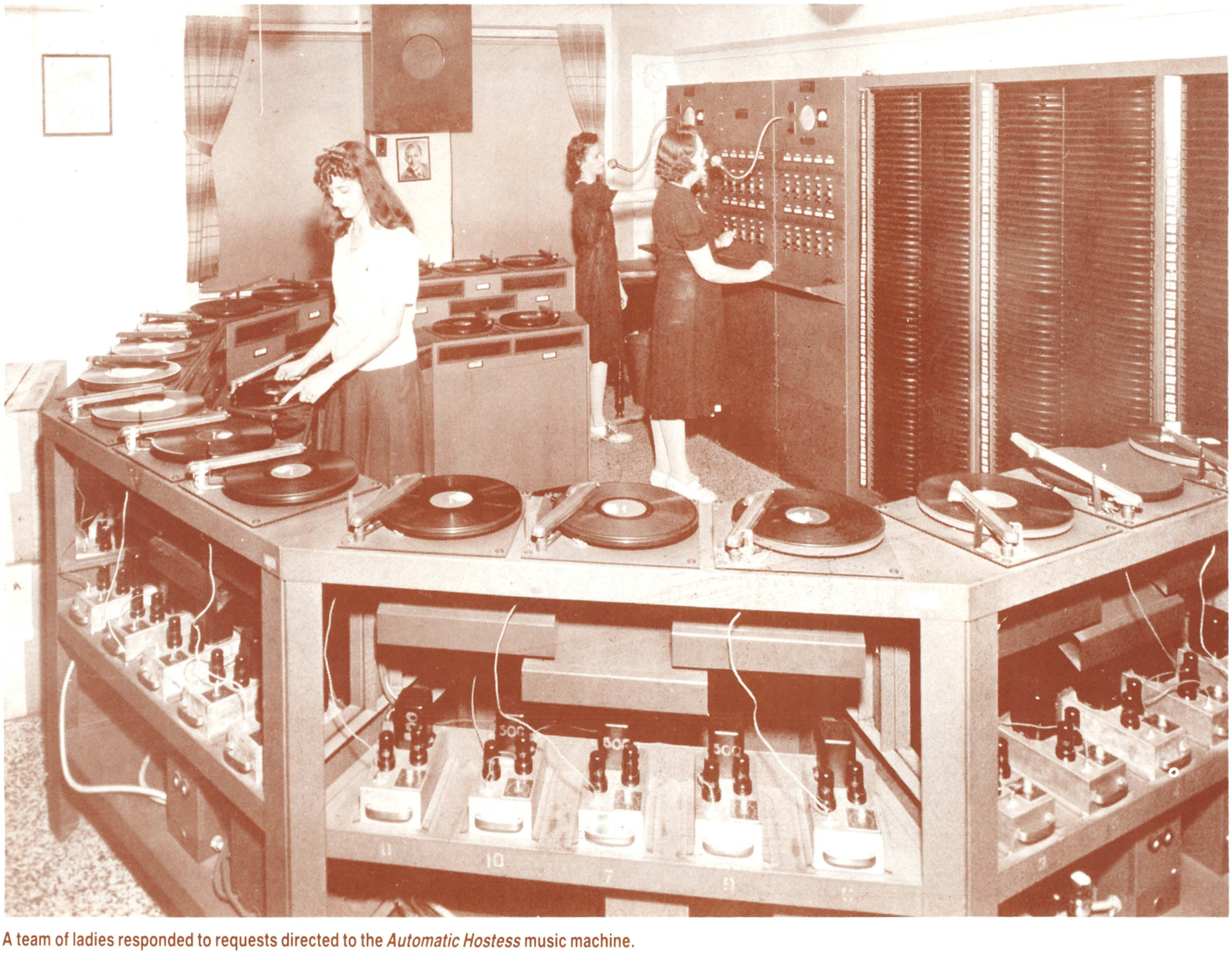
Meanwhile, the gauntlet was passing for pinball, with some of the highlights being Steve Kordek's *Space Mission/Space Odyssey* Soyuz-Apollo linkup and Bally's *Wizard*. One event after another came to establish new directions and developments for coin-operated leisure time entertainment as pinball and video advanced on a parallel course. The latter was aided by the first wave of home game systems that expedited acceptance in the real world of on-screen video action.

The legacy of the industry continues, building on a rich tradition with distinctive accomplishments since the middle of

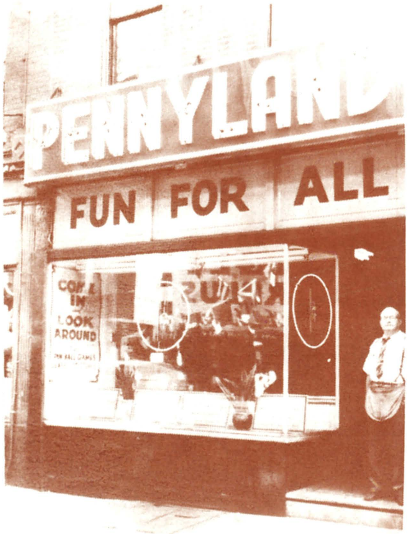
The 1941 Wurlitzer Model *780* Wagon Wheel, a break from the designs of the era, featured a colonial look and hope chest hardware. From left: jukebox collector Thomas Graef, Judith Martin of OMAA, Jim Hayes of Gem Music, and Dennis Hilligan of Pioneer Service.



Canadians may recognize attendees of Romeo Laniel's mechanic's school in Montreal in the '40s. In the front row, (l to r): Jean Coutou, Romeo Laniel, Jack Nelson, and Paul Calamari.

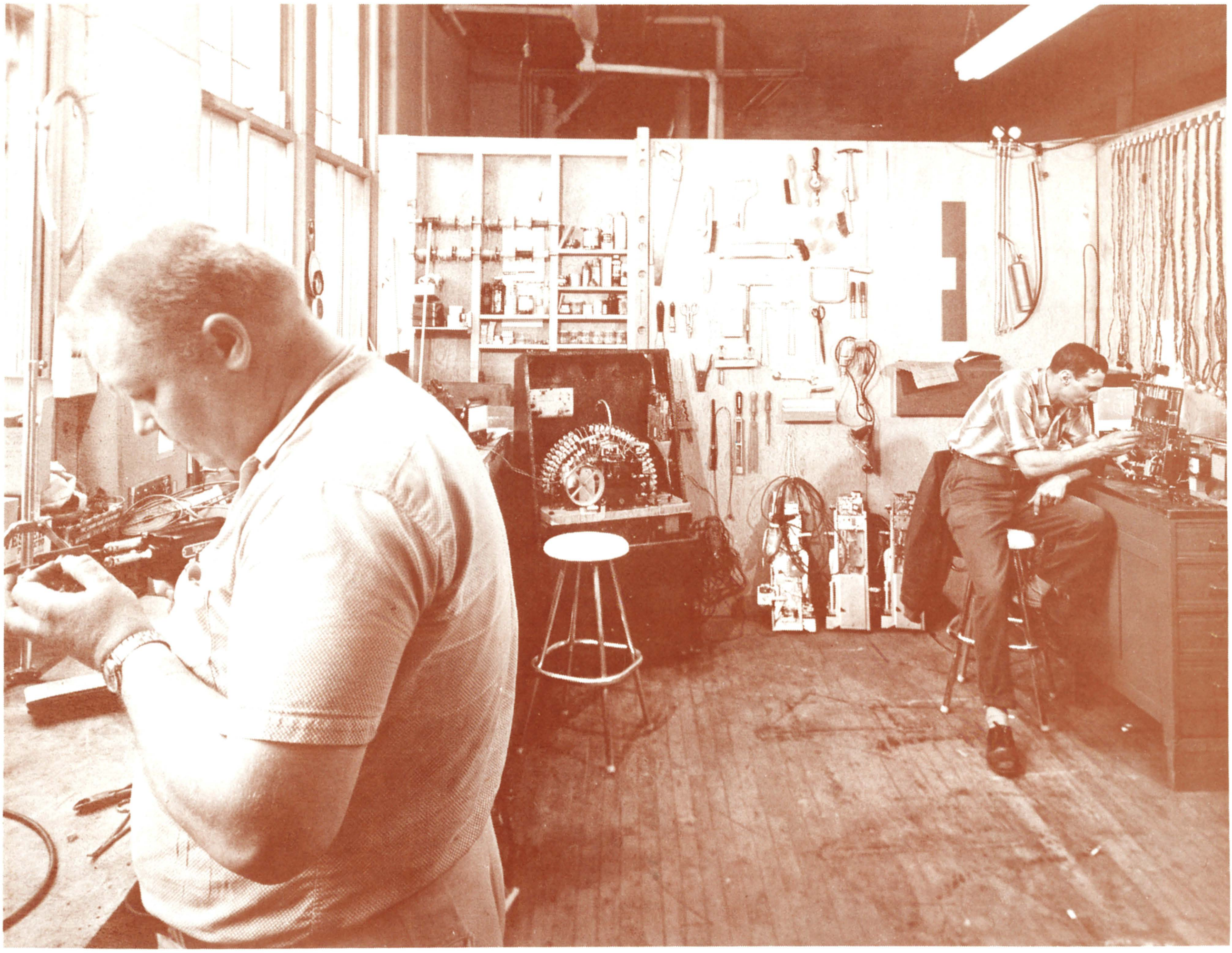


A team of ladies responded to requests directed to the *Automatic Hostess* music machine.

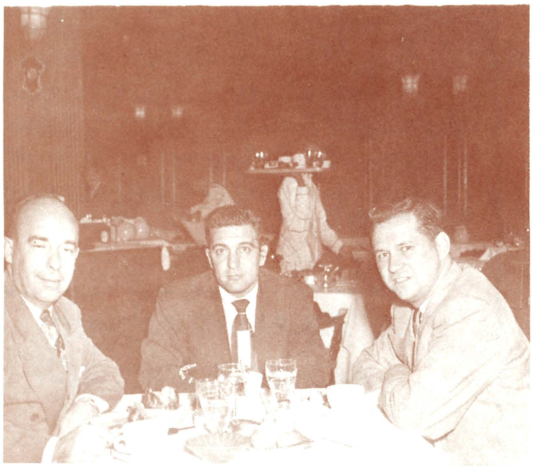

PENNYLAND
FUN FOR ALL
COME IN LOOK AROUND

Louis Harris stands in the doorway of his Pennyland arcade in the Spring of '47. This location is still a test area for Stan Harris Co. of Philadelphia.

Bob Breither conducts a factory school in the '40s.

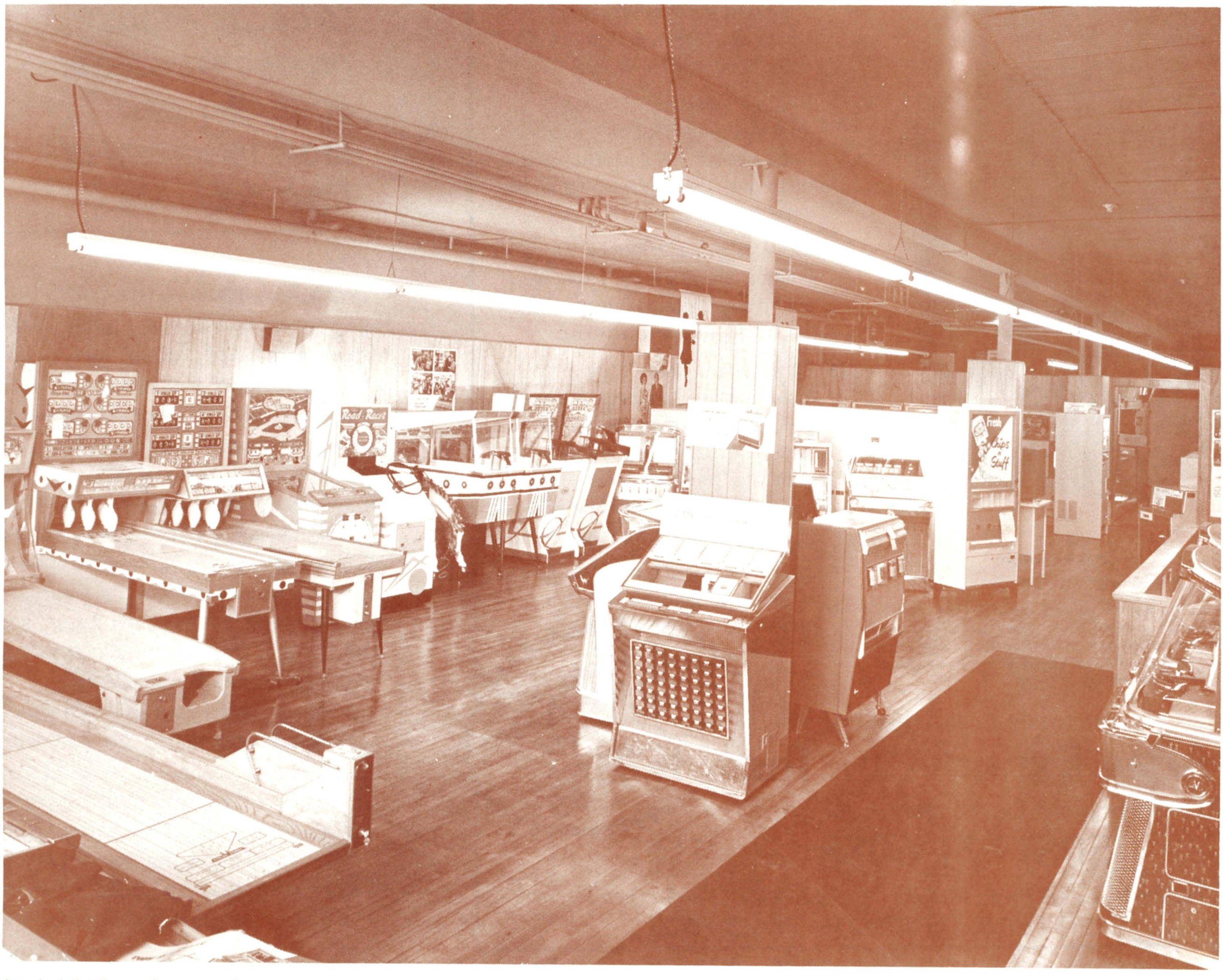


In the late '40s, this is what a distributor workshop looked like — crude compared to those of today.



Gathering at the Sherman in Chicago in 1948 are, (l to r): Bob Breither, Paul Calamari, and Bud Breitenstein, chief mechanical engineer, all of Bally.

All the gang was there in this 1950 photo of the Bally Key Men Social Club.



A typical distributor showroom of yesteryear.

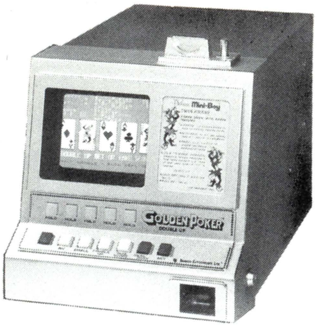
the '70s. Pinball has solidified its role as an important part of coin-op's past, present, and future with multiple level playfield designs, multi-ball action, and improved auditory and visual effects. Memorable games include *Eight Ball, Caveman, Spirit of '76, Flash, Black Knight, Black Hole, Haunted House, Space Shuttle, Comet, High Speed, Cyclone, Banzai Run*, and many many more.

> ***"An entire society was more than willing to embrace a technology (computers) that held out the promise for future generations to become more productive, better educated, and more in control of their destinies."***

With the splendor of video, the world has gone from black and white to the development of vector and raster graphics, with a number of truly remarkable achievements. Video names from yesteryear that come to mind are *Space Invaders, Space Wars, Star Fire, Missile Command, Defender, Pac Man, Donkey Kong, Frogger*, and *Karate Champ*. Of special note are trackball controls, simulators, conversion systems technology, laser disc exploration, and tomorrow's state-of-the-art in games such as *Hard Drivin'* and *NARC*.

In looking ahead, one need only glance back to see how far we have traveled while developing inexpensive leisure-time entertainment. Our future is limitless in scope and forever alluring, not just for the generations of players who have come and gone hut for those who await new creations from the best minds in the world. Coin-operated amusement games captivate new audiences and new markets every day.

Prestige Games Presents BONANZA POKERS!



The Favorite — *Golden Mini-Boy*
5 Card Draw plus Hi-Lo — Nothing Else
More popular than ever before!!!

New *Deluxe Mini-Boy Poker*
Jokers — Raise — Automatic Hold
3's & 7's Bonus and Half Bet on Winning Hand

The Smallest Poker on the Market
that Out-Earns Large Upright Models

Either Model Also Available in U.S.-Made
Upright Cabinets

* *

The Most Unique Game On The Market Today.

Proven over the past 6 years to be the most exciting video amusement game in America.

Quarterhorse Features:

- 19-inch monitor – new clean PC Board – new heavy-duty, industrial-type disc player – dual coin entry and optional bill acceptor – stylish design compatible with all decor.
- Remote monitors to increase audience participation – electronic audit system – Adjustable number of credits – Easy play to generate greater profits.
- 2-player game – "Double Odds" feature, on a random basis, will award the player double the odds displayed on the tote board.
- Time tested, state-of-the-art technology – On screen diagnostic program for easy testing of all switch inputs, lamps, audio generator and random number generator plus a complete analysis of accounting information.
- Special optional modifications are available such as redemption option.

QUARTER HORSE
FOR AMUSEMENT ONLY

Dimensions:
Unit – H-60" × W 24½" × D 28"

Note: The operation of these games and the features, therein may be subject to various state, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

AVAILABLE WITH EITHER QUARTERHORSE DISK 1 or DISK 2 or. . . COMING SOON. . . DOG RACING!!!

Marketed Exclusively By:
Arjay Export Co., Inc.
119-A Thornton Dr. • Hyannis, MA 02601
(508) 771-6088
Telex: 284417 (Arjay Hyis) • Fax: 508-771-6119
DISTRIBUTORSHIPS AVAILABLE

NOSTALGIA

In this 1953 photo are, (l to r): Chet McMurdie, Raymond F. Jones of R.F. Jones Distributing Co., a salesman for Jones, Bob Breither, another salesman for Jones, and Paul Calamari.

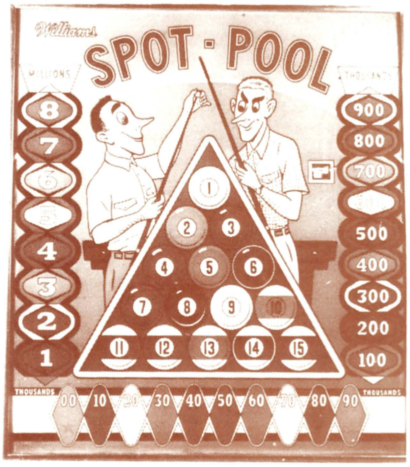
CHAMPION
4 5 6
7

A 1950 service school at Redd Distributing Co. in Boston found these names in the crowd: Si Redd, Art Garvey, Bill Beattie, Steve Wichroski, Steve Brocka, Bill Senecal, John Luciros, Ted Trumbull, and John Hagberg.

The year was 1959 and Paul Calamari (c) designed electronic equipment for the TV show ''Big Inning'' on WGN-TV, Channel 9 in Chicago. Pictured with Paul are Ron Terry (l), host and quizmaster, and William ''Bill'' O'Donnell, then sales manager of Bally.

NOSTALGIA

Pioneers of Pennsylvania's coin machine industry are seen in this 1955 photo in Wilkes-Barre. Up front, (l to r). Max Roth, Paul Calamari, and Joe Turiel.

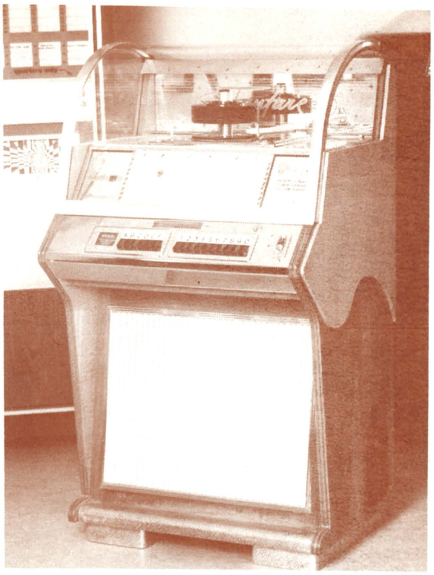

Williams
SPOT-POOL
MILLIONS
THOUSANDS
8
7
6
5
4
3
2
1
900
800
700
600
500
400
300
200
100
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
THOUSANDS
00
10
20
30
40
50
60
70
80
90
THOUSANDS

Williams introduced *Spot Pool* in 1959.

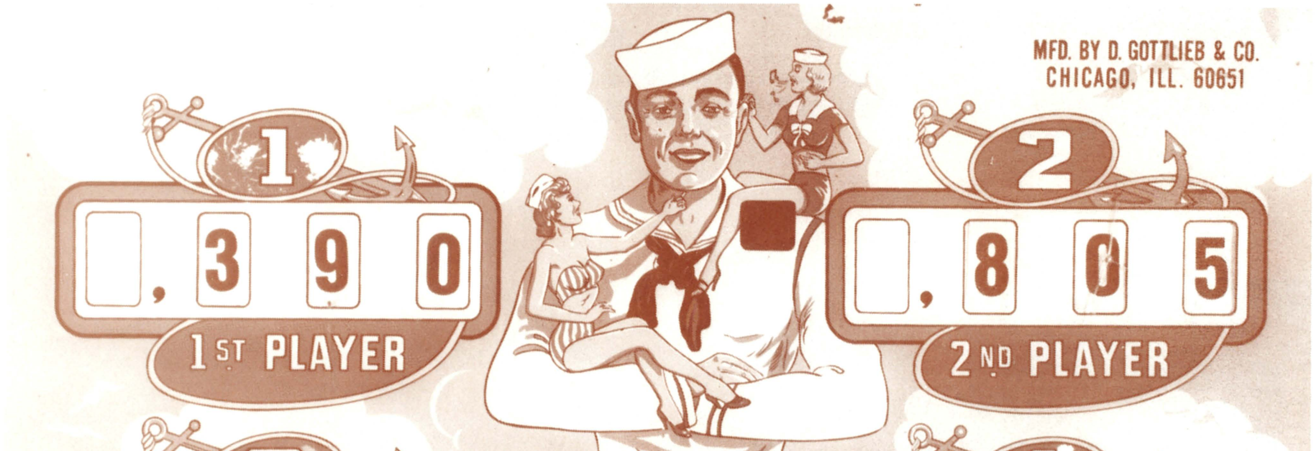
Zollie Kelman (far right) joins Montana coin machine operators for a meeting in the '50s.

D&R Novelty
MR. MUSIC MAN
MUSIC • GAMES • VENDING

A four years young company, D&R Novelty of Rochester, Minn., had a fleet of three company trucks in 1967.



NSM introduced its *Fanfare 100* in 1958, followed later by this *Fanfare 600*.


MFD. BY D. GOTTLIEB & CO.
CHICAGO, ILL. 60651
1
,390
1ST PLAYER
2
,805
2ND PLAYER
3
,400
3RD PLAYER
4
,206
4TH PLAYER
IT'S MORE FUN TO COMPETE!
CHOOSE PARTNERS FOR TEAM PLAY
GAME OVER
Gottlieb's
4 PLAYER
SHIP-MATES
PLAYERS
1 2 3 4
CAN PLAY
AT THE SAME TIME
A GAME OF SKILL
BALL in PLAY
A Gottlieb FLIPPER SKILL GAME

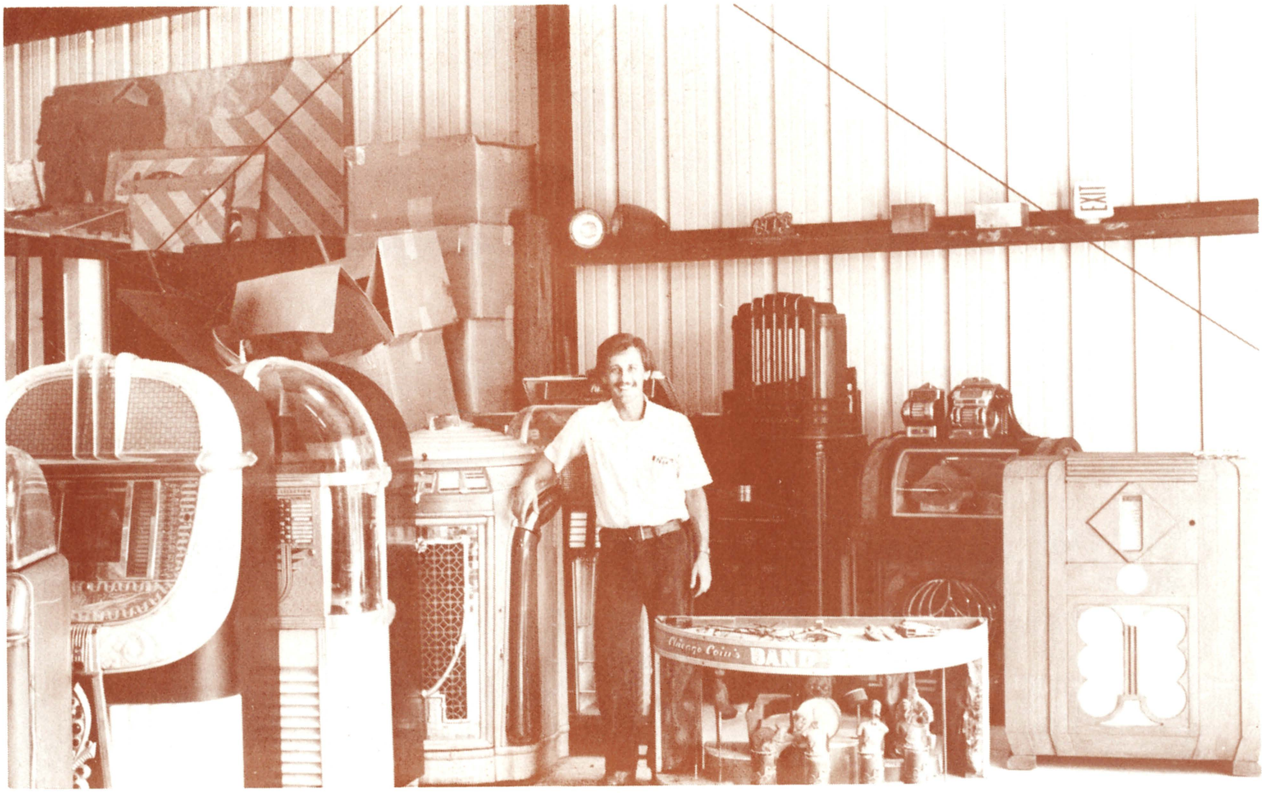
D. Gottlieb's four-player *Ship Mates* pinball took a nautical turn in 1964.

NOSTALGIA

In 1977, WAMO successfully lobbied for a new law to allow pinball players to earn free plays. State Rep. Behnke signed the bill. Looking on are, (l to r): Pete Peterson, Wally Bohrer, Jr., Russ Dougherty, and Gene Urso, then WAMO president.

Bally
Eight Ball

In the mid '70s, Albert Cassorla of General Vending Service in Ft. Lauderdale, Fla., checks an *Eight Ball* pinball from Bally in his old shop on Ravenswood Road. The company dates back to the '50s when it was Al's Music Co.



David Goudeau of Gerald's Amusements in Lafayette, La., stands in the warehouse amid vintage machines. Chicago Coin's *Band Box* is at his feet; behind it are classic Wurlitzer and Packard phonographs.

CRIME FIGHTERS™

1. **Dedicated Upright**
2. **4-Player Interactive**
3. **Buy-in and Continuation Features**
4. **Horizontal Monitor**
5. **Player's Controls Are: 1 8-way Joystick**
   2 Buttons: Punch
   Kick

Description:

Are you tough enough to take on the sleaziest underground characters imaginable in order to rescue several beautiful girls? This is the challenge you must face to become one of the city's daring **Crime Fighters.**

The innocent girls have been kidnapped by the city's most notoriously evil mob leader. His gang includes some pretty scary punks, so beware. Leather-clad thugs armed with knives, spike heads carrying steel pipes, and gun-toting gangsters are just a handful of the adversaries you will encounter. If you can wipe out these killers using your fighting skills (punching and kicking), you can pick up their weapons. These weapons will come in handy when you face even more brutal enemies, like bikers, karate experts, attack dogs, and more.

The search leads through 8 different sections of the city.

1. Subway Station
2. Subway Train
3. City Street
4. Abandoned Warehouse
5. Rooftoop
6. Back Street
7. Waterfront
8. Warehouse

These are definitely not the nicest places in town, but the girls are counting on you. Be on the lookout — things in these different areas that seem to be harmless may surprise you, and sneak attacks are not out of the question.

When, at last, you reach the prison where the girls are being held, you will be facing the mob's top men. They are heavily armed, so plan your attack carefully. Once you get them out of the way, you will have to face the boss himself. If you are strong enough to destroy him, the girls can be safely released from their captivity.

KONAMI®

There's No Stoppin'

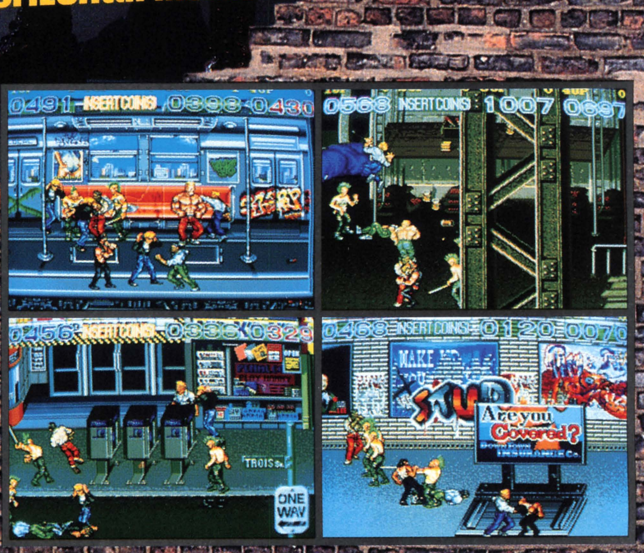
CRIME FIGHTERS™

Dedicated Upright

4-Player Interactive

Buy-in and Continuation Features

Horizontal Monitor


0491 INSERT COINS! 0398 0430
0568 INSERT COINS! 1007 0697
0456 INSERT COINS! 0336 0329
TROIS St.
ONE WAY
0468 INSERT COINS! 0120 0070
MAKE
Are you Covered?
DOWNTOWN INSURANCE Co.

KONAMI® is a trademark of Konami Industry Co., Ltd.
CRIME FIGHTERS™ is a trademark of Konami Inc.
© 1989 Konami Inc. All rights reserved.

KONAMI®

KONAMI INC. · 815 Mittel Drive · Wood Dale, IL 60191
Phone: (312) 595-1443 · Fax: (312) 595-2973 · Telex: 6871385 KONAM UW

BOB BREITHER

by Valerie Cognevich

This interview was fun. It was fun because there were no controversial issues to cover or deep subjects. No, it was a trip down the proverbial memory lane with a great tour guide. Bob has been in the coin-op industry for 57 years, and in those years, he's run the gamut from operating and manufacturing to service and sales. Just listening to his stories, intermingled with a lot of laughter, made my day. Bob and his wife Anita, who was a member of a trio that sang at the WLS barn dance at the Eighth Street Theatre in Chicago, have five kids and 12 grandchildren.

Bob Breither

Bob, how did you chose this industry?

It was the Depression time, around January 1932. I wanted a car. My father politely told me that I better get a job if I wanted to get a car. I didn't have much luck finding a job on my own. My father was a salesman, and one of his products was a escuthen pin, or a decorative nail. He stopped in this particular small company called Lion Manufacturing at Erie and Franklin and showed them what he had. They ordered 10,000 pounds of these nails. He laughed and told Ray Maloney that he would be 99 years old before he used them all. Ray said, "Oh, yea." With that he opened up a safe, showing him a stack of orders about 14 inches high that he had for his first machine, *Ballyhoo*.

My father indicated that I was looking for a job, and Ray told him to send me down. I went down there about four times before they hired me to work in the shop. Of course, it wasn't much of a shop, but they were in the process of starting to assemble and ship the game. The name of the game, incidently, is taken from a magazine that was prominent at that time.

I was hired at the fabulous figure of 30 cents an hour. We worked hard for that 30 cents, never knowing how many hours we would work. If sufficient material was in, we would possibly work until seven or eight at night. There was no overtime pay, either.

A year went by and the company had grown to such a degree that it needed more space. The company was called Lion Manufacturing, but Bally was the sales company. That's how it was structured.

How long did you stay at Bally?

I stayed there 29 years. I had been preaching that the games business, actually a gray area business with the one-ball machines and later the bingo machines, was going to go by the wayside through legislation against that type of equipment. I was pushing for Bally to go into the vending business, and then I got the go-ahead to start. We didn't know boodily-boop about vending, so I started a route owned by the company. I bought different machines from various companies, and through that I learned about the vending business. We started out with a liquid concentrate coffee machine, then a batch-fresh brew machine, and then a single cup machine. Our slogan then was, "Brew a cup at a time at the drop of a dime."

Did you leave Bally soon after that?

I left Bally because Seeburg bought the rights to Bally vending's coffee machines. Seeburg already had a cold drink machine. After the sale, I was offered a position at Seeburg and it sounded interesting to me. I had spent a lot of time on the vending thing and I didn't see much future in the game business as we knew it then. I was there for 17 years.

I saw the curtain coming down on Seeburg in 1977, so I took a position at Jennings Slot Machines. Now, of course, I'm back at Seeburg. So you see, I've had manufacturing, vending, and slot machine experience.

You talked earlier about "gray area" games. You obviously were referring to pinballs. Can you explain that a little more?

We didn't call them that then. I think Ralph (Lally) coined the term "gray area" games. It was always a question with the authorities around the country whether these were games that employed manual skills. I was on the witness stand maybe 15 times as an expert witness. They would hammer away at me and try to break down the concept that we were making games of skill. At the same time, though, if the players did not want to play off their free games you could put the counter back to zero. But the key was whether the machine required skill.

There were some real interesting cases that went on about that.

Did some of those machines actually pay off in money?

The first one-balls, where you shot one ball, had a free-play model and a cash-payout model. In those days, some areas allowed cash to be paid out. As time went by, legislation came along and X'd out the cash payout to the degree that it became extinct. The free-play model was the only one that remained. We continued to make those in the one-ball form and later in the bingo form.

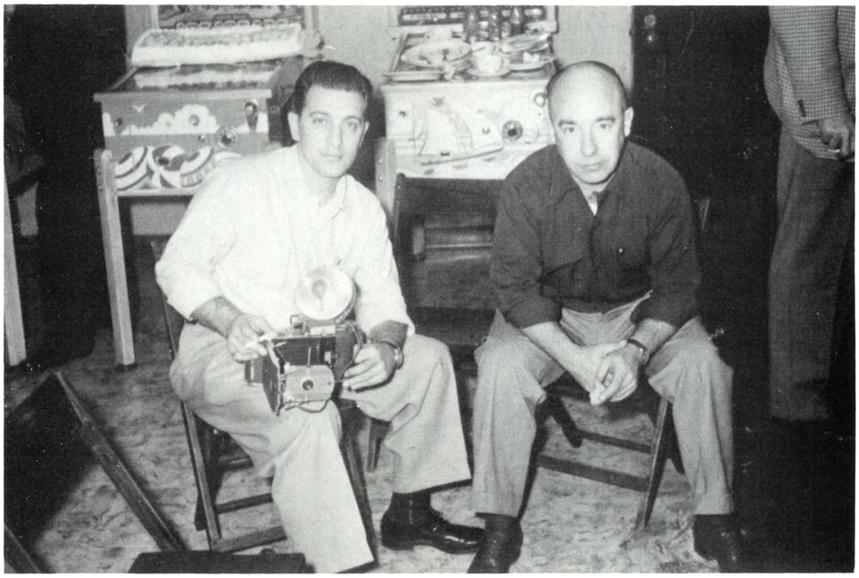
‘‘There are two kinds of skill: manual skill and skill in judgment.’’

How was the controversy resolved?

I said earlier that I had testified many times as an expert witness, and I'll tell you, it was very exciting. I think the most satisfaction I had testifying was in the Southwest around 1951. I was on the witness stand, and as an expert witness testifying for the operator who had his machines seized as a gambling machine, the prosecuting attorney passed himself off as an expert. He started questioning me and it got very testy. The judge had to intervene when we were both getting very nasty. The name of the game was *Turf King*. And, yes, it was ruled a game of skill. There are two kinds of skill: manual skill and skill in judgement. This became the foundation of making operators healthy to the point where they could buy other types of equipment like music machines.

Wait, that sounds similar to what some say about gray area games today.

It is similar. There is one flaw, though: certain operators became hungry and greedy. If I place three or four machines in a location where one would suffice, a young, upcoming reporter may see a story there. At the XYZ Club, you as the reporter see the multiple placement of machines, and you write the story about how you witnessed men and women all spending their paychecks in these machines. That was exactly the cry against some of the older equipment.



Paul Calamari and Bob Breither at one of their service schools.

The same thing has happened today. Even with cranes, some operators stuff money in with the plush. You take a good thing and spoil it by getting greedy. You as that reporter can write up a beautiful story about it and then you bring the heat and legislation down on that operator and his equipment. And that affects all other operators and their equipment.

Even after flippers came along, wasn't there still some controversy over whether they were legal or not?

Yes. It was always a bone of contention as to whether they were legal. The old story is that any one of these games could be considered a gambling game if they are used in that fashion. It's true that there were instances where redemption did occur. It's similar to the crane business, which by the way, I was also involved in.

Tell us about your crane experience.

I have to go back now to 1947. We had a fellow in Hollywood that developed a crane, or a digger. Unfortunately, he had other interests, namely female interests, that diverted too much of his attention. They were doing a terrible job on the machines. Ray Maloney, who was still president of Bally then, sent me to California to check out the manufacturing set-up. I went and spent 45 days there and knew it was a losing battle. It broke my heart to tell Ray to close it up and bring it back to Chicago. But that's what we did.

What was the crane business like back then?

They were electro-mechanical machines. As a matter of fact, the claw had a problem. I'm patting myself on the back, but I came up with a design change which was patented under my name and assigned to Bally.

‘‘Our business is a good business; we do not have to hide our heads in shame.’’

Back then, did they have equipment that would rise in popularity and then die off like they have now?

This business is very cyclical—not ‘‘s-i-c-k’’ but ‘‘c-y-c’’. The cranes you see today are an outgrowth of what we made then, like our ‘‘Holly’’ crane. When they first came out everyone wanted one. But the secret to successful crane operation, which is partly true today, is the dressing of the tray. By that I mean how you put the product in there. If you are careless in that you will be stripped of all the goodies before you have taken in suffi-

P.M.I. is hot on the trail
Bankola
Bankola
Bankola
I LOVE YOU
paddle ball
WATER BOMB
STOP
GENIUS AT WORK

With The Hottest Products, Brightest Colors and Sizzling Prices.

Choose from the largest selection of plush and hardgoods north of the Rio Grande.

JEWELRY, WATCHES & CALCULATORS are available in bulk or pre-packaged for crane and rotary machines.

Take advantage of the lowest prices on licensed and unlicensed mugs (Batman, NFL, NBA, etc.)

See us first for all your redemption needs.

New items are continually rolling in from our factories. You get the highest quality product at the lowest prices.

Call now for our latest price list.

San Antonio 1-800-562-5266
Dallas 1-800-638-3833

See us at the Transworld Houseware Show booths 1014 through 1028.

INTERNATIONAL

P.M.I.
Toys & Novelties
4310 Tejasco, San Antonio, TX 78218
FAX 512-824-6565

MasterCard
VISA

cient dollars to cover the cost.

What were the popular items in cranes then?

The items were called "slush." There were things like figurines, little gadgets, maybe packages of dice, or a cast figure of an animal like a golden lion. Looking at today's cranes, those plush toys are really cute.

What happened with the cranes?

Going back to what you asked about things becoming popular and then fading away, yes, cranes did that. Today, a whole new generation doesn't know anything about the "Holly" crane all those years ago. It's like ladies' styles, which are cyclical. It's true in the movie business, fashion, etc. What goes around comes around.

> *"You take a good thing and spoil it by getting greedy."*

Do you think this industry has been unfairly under a microscope?

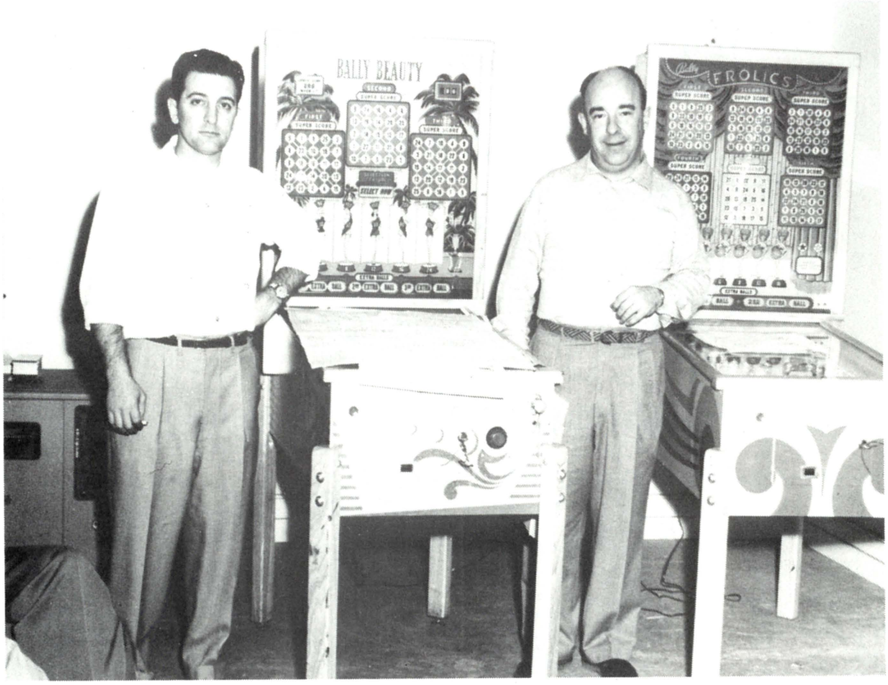
Oh, sure it has. Look at all the years I've traveled. I might strike up a conversation with someone and the minute I tell them what business I'm in, I get the cold stare. I'd say I was in the amusment business and they would think of slot machines. I'd explain that just because there was a coin slot, didn't mean it was always a slot machine.

What gave the industry its sometimes-shady image?

Prior to the pinball business, you did have slot machines in certain areas with unsavory characters involved, just like there were unsavory characters in the linen/towel supply business. When the Depression came in 1929 or so, many people lost their jobs and businesses. The butcher, baker, and candlestick maker salvaged some of his savings and saw the opportunity to place machines in cigar stores, which were in the corner of a building. That's where the image developed. It was animosity among operators who blamed each other for stealing locations. It was enough to make the media conscious of something that was good reading.

You've got to remember Eliott Ness and the shady image they portrayed of amusement operators.

I remember it very well. In fact, the industry joined efforts to do some public relations work for our business. We had to do that. We supported a cancer fund and a number of charities. We built the largest pinball machine and set it on one stage for promotion. We did quite a number of things to combat the unfavorable image.



Paul and Bob at a service school, standing beside the Bally pins *Bally Beauty* and *Frolics*.

Did you have an association?

Not one as organized as today, but we did have one. I think credit must be given to Herb Jones, who was our advertsing manager at Bally. He did more than anyone in the industry for fostering good PR.

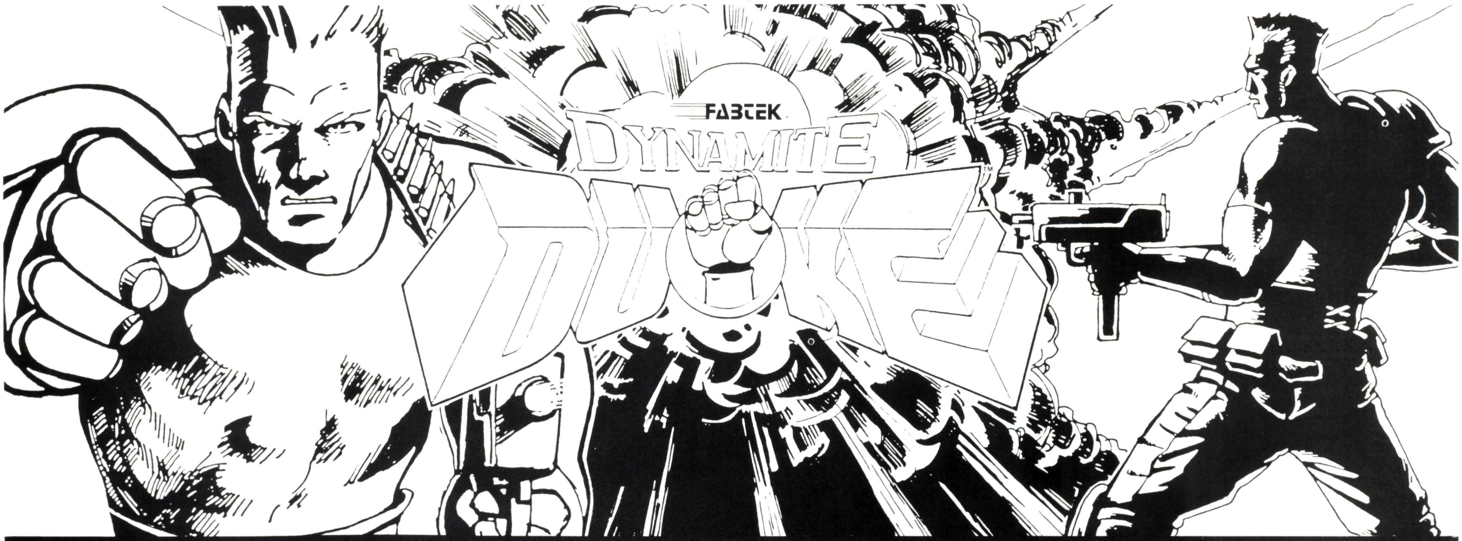
Is it as critical today to have good PR? Is there still a bad image?

We'll always need good PR. What is impressive to me is what AMOA and AAMA are doing in Washington. If you could have seen or heard the staff members talk about the impression of the industry. I spoke to many of them who said this is the greatest thing since sliced bread; they were impressed. Our business is a good business; we do not have to hide our heads in shame. This business was a salvation for many who couldn't find jobs elsewhere. It has a place in history and I don't think it will ever die. Again, I go back to the new generation. We will always have new generations of players looking for what we can provide.

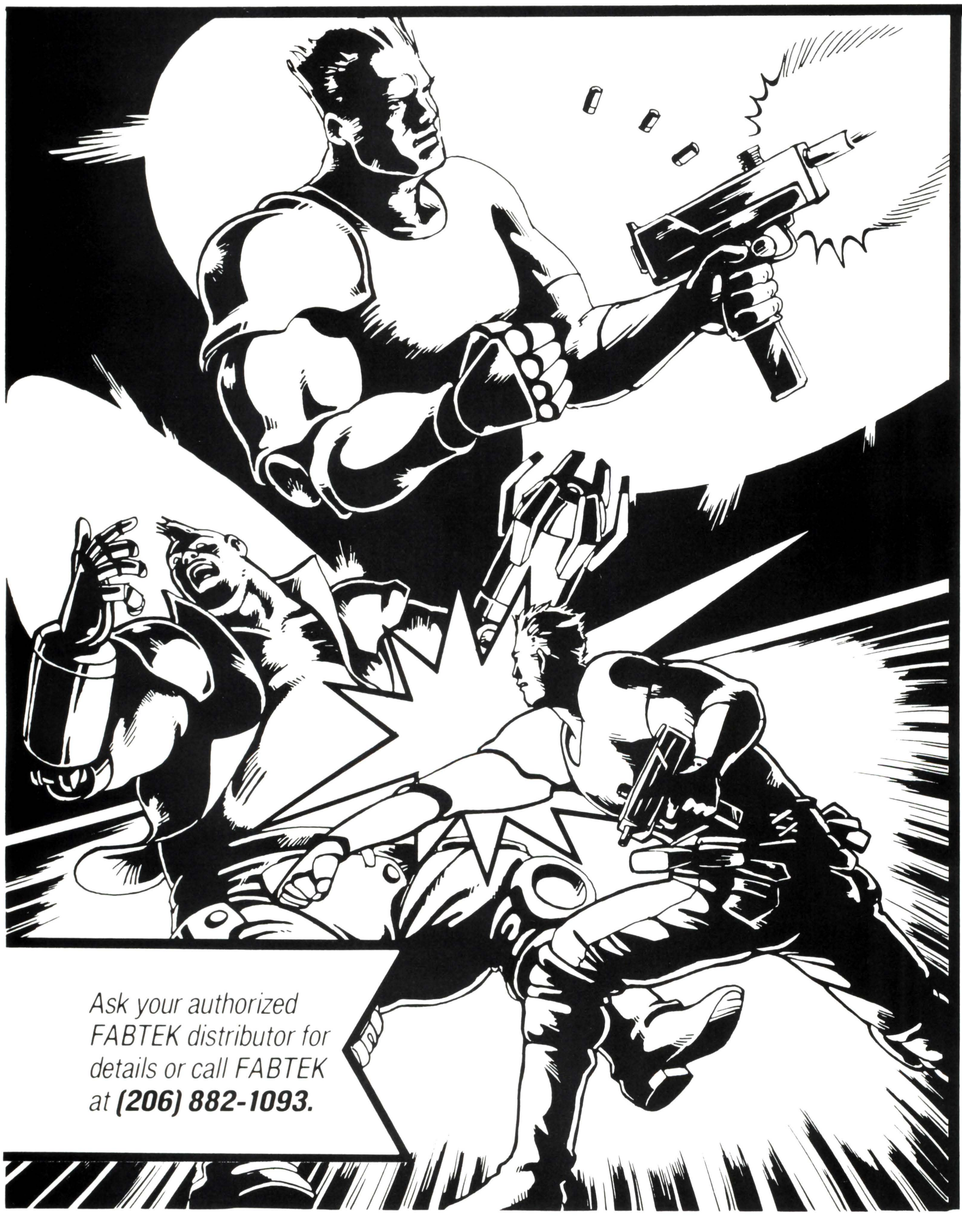
Being in the business as long as you have, you must have seen some changes that stand out in your mind. Could you name a few?

The biggest change I've seen between January 1932 to July 1989 is the fact that the amusement industry has grown and has learned to run its business as a business should be run. What I mean by that is learning how to price your product, learning how to be locally active in your community. There is much more activity now than then. Back then it was a new baby and the general public didn't take to it in many cases. But it's well-accepted today because of more awareness.

The video game business has been a big factor in our business, although they have only been around 15 years. I don't have any aversion to being referred to as the video game industry. I think it's clever the way it has developed. It's amazing how it's grown from the time of *Pong* to *Pac-Man* and beyond. When you see the youths of today operate these


FABTEK
DYNAMITE
DUKE

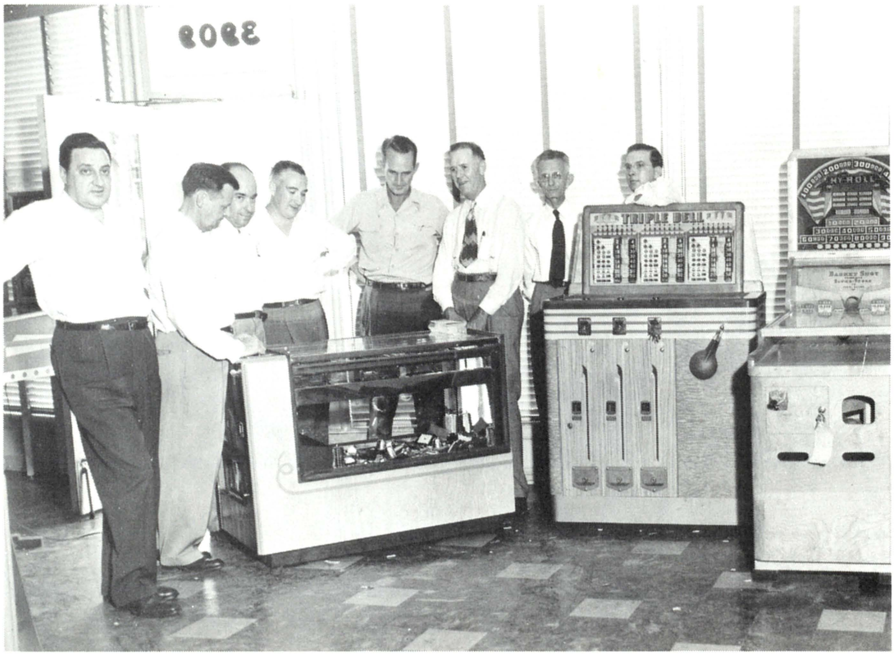
COMING SOON...



Ask your authorized FABTEK distributor for details or call FABTEK at ***(206) 882-1093.***

FABTEK

13807 N.E. 48th Place, Bellevue, WA 98005
206-882-1093 Fax: 206-883-8038



The famous "Holly" crane.

driving games, you realize they will make fine pilots.

I heard that the Air Force was using video games in training their pilots.

During World War II, Bally made a simulator to train pilots. It was quite crude considering what you can do today. It was an electro-mechanical device that shone a beam of light on a ceiling, and back about 100 feet was a gun with a photocell. As the light traveled around the ceiling, the trainee would aim the gun to show his degree of skill.

> ***"The minute I tell them what business I'm in I get the cold stare."***

How about naming some of the people you've known over the years that stand out in your mind.

Let me tell you about my first experience with people in this business, and one who made a big impression on me. I was made an inspector. We had girls who put the escutcheon pins on the playfields.

Finally, we get to find out what they did with all those pins they bought from your dad!

I used to know exactly how many went in each machine. I don't remember now, but if I had to guess I'd say 473. The playfield was a series of holes. The girls would be paid 11 cents per board to put in these pins. One girl was faster than hell but was sloppy. I would reject her work. I must have had seven or eight of hers rejected, which meant she didn't get the 11 cents. Anyway, I walked away from her after rejecting one and she picked up her hammer and flung it at me like an Indian throws a tommahawk, hitting me in the head. This girl apologized later and bought me lunch every day. But she made a lasting impression on me!

How about some others?

Another lasting impression came at the first show I ever went to in the early '30s. Ironically, Ray Maloney sent me to work the show but warned me not to fool around with any girls. I was sitting by myself at the bar, having a cold beer, when the man next to me struck up a conversation. When I looked up it turned out to be Will Rogers. He asked me what I was doing there. When I told him, he said, "I'll tell you something, sonny, and don't you ever forget it. That will be a great, great industry one day." I can still remember that. It made a hell of an impression on me.

As far as other people, I've met many that have made an impression on me. Louis Boasberg is a hard man to beat. Si Redd is another that I have to mention. Here's a man that went broke and made it again about four times. Of course, all the associates I had like Paul Calamari, Don Hooker, Ray Maloney, Herb Jones, Bill O'Donnell, and so on. To kind of pat ourselves on the back, we were the first to hold organized service schools after the war.

I was going to ask you about that. How did it come about?

When the war ended, our first model was the *Victory Special*. These were electro-mechanical, but they became quite complex in their own sense. I talked to Ray and Herb and told them that if we didn't do some schooling, the machines would be considered defective, when actually it would be the lack of knowledge on the part of the serviceman making it seem that way. We did our first one in Portland, Oregon. Of course, we were tagged with a nickname; they would say, "Here come the guys with the bedsheets."

What they meant was the diagram itself was about four by four. We would tack that on the wall and from that we were able to do our duty, so to speak, in teaching them to read our diagram. Before the war, nothing that complicated was on the market. Today, it's taken for granted that service schools are an adjunct to the business. But before 1946 no such thing went on. It was just, "Here's your machine, now go fix it."

> ***"Music will again take its place as a profitable segment of the amusement business."***

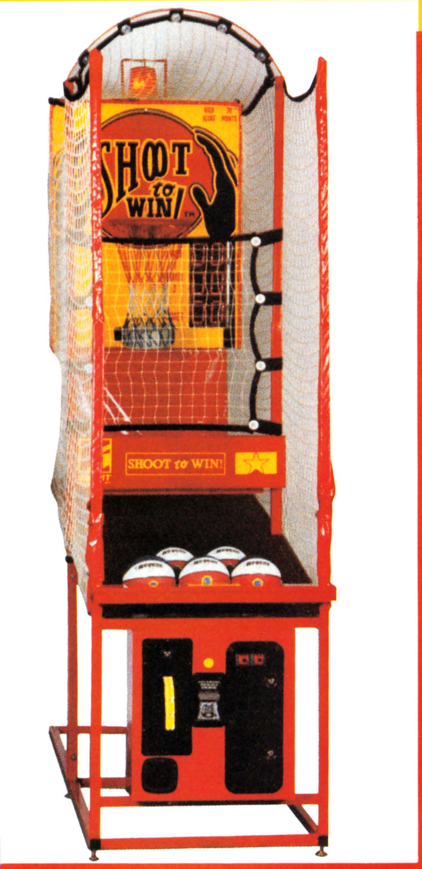
How did operators accept the service schools?

I remember one time Paul and I were teaching a mixed school of blacks and whites. Two white guys were tanked up, giving us a hard time. A black guy I'll never forget named Big John put his hands on their shoulders and said, "We're here to listen to Bob and Paul. If you don't want to listen to them, get on out of here or we'll put you out." Paul

E EASY MOVER

The Smart Money

THE EASY MOVER


SHOOT to WIN!
SHOOT to WIN!

SHOOT TO WIN II

1 HOOP

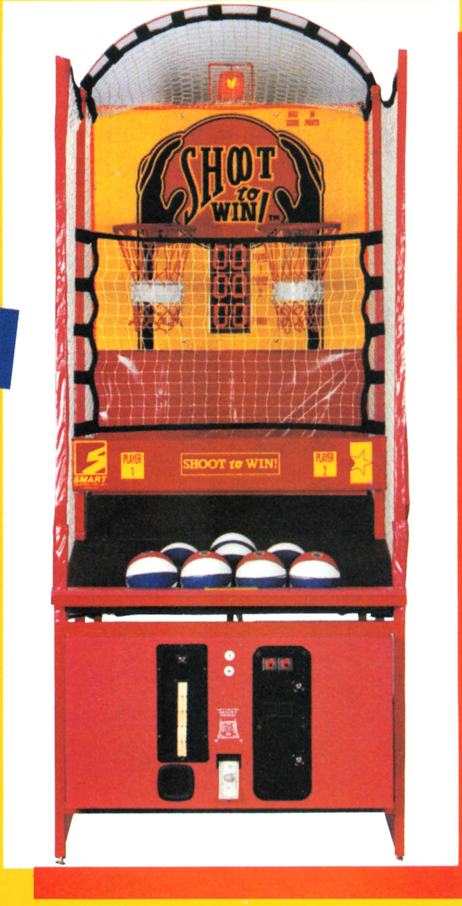
2 HOOP

COMPARE THE STURDY, LIGHTWEIGHT AND COMPACT SOLID STEEL FRAME AGAINST THE FLIMSY PLASTIC FRAME

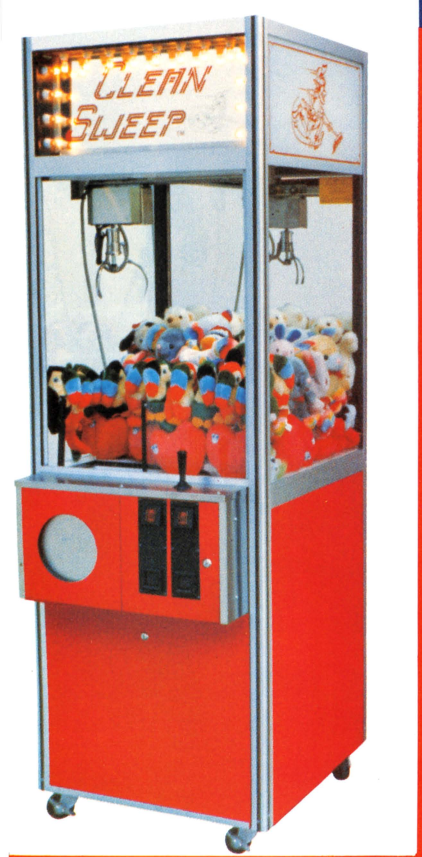
BOTH SHOOT TO WIN GAMES EASILY FIT THROUGH 3 FOOT DOORWAYS

Ask your distributor about the special on Rowe $1.00 and $5.00 bill acceptors.

NEW 1989 MODELS


SHOOT to WIN!
SMART
PLAYER 1
SHOOT to WIN!
PLAYER 2

#1 BASKETBALL and CRANE GAMES IN THE INDUSTRY


CLEAN SWEEP

CLEAN SWEEP SINGLE

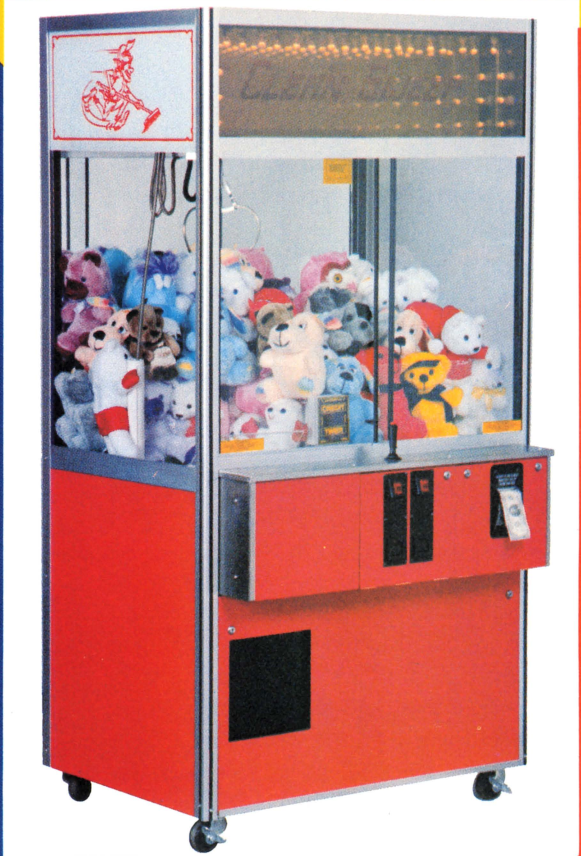
CLEAN SWEEP NEW JUMBO SINGLES

NEW DIMENSIONS
42″ wide by 32½″ deep
or 34″ wide by 32½″ deep
by 81″ high

ALSO AVAILABLE:
- SINGLE UNIT
- SUPER SINGLE UNIT
- DOUBLE UNIT
- TRIPLE UNIT

Featuring Quality Coin Doors and Validators from COIN CONTROLS

Crane Mechanism is an American Product


CLEAN SWEEP

FOR MORE INFORMATION CONTACT YOUR AUTHORIZED DISTRIBUTOR OR FOR REFERRAL CONTACT US.

SMART
INDUSTRIES CORP., MFG.
1626 Delaware Ave.
Des Moines, Iowa 50317
(515) 265-9900 TOLL FREE 1-800-553-2442

DE IN THE U.S.A.

and I dove under a table, figuring that was the start of a riot. But the two left and we continued peacefully with our instruction.

I heard you say that Bally also made TV sets at one time. Is that true?

We made the first remote control TV; it wasn't wireless. We gave one to Arthur Godfrey, I remember. Ray Maloney had one of these sets at his home. He was sick and would lie in bed and watch baseball games. We hooked up a little deal so when a batter hit a foul ball, we would push the button and a tennis ball would aim right at Ray. He got a kick out of it.

> *"I don't believe we could have given the music operator a better present for his route: the advent of CD technology."*

Isn't it ironic, though, that Bally was making TVs, not knowing what an important part TV monitors would play in this industry?

It is strange. We didn't sell a whole lot of TVs because we didn't know the consumer market. We'd have done better selling it to Zenith or Motorola and letting them do the marketing. Our distributors didn't know what to do with it.

We made the same mistake at Seeburg, making that home unit that we couldn't market.

You worked for Seeburg before. What do you think about the music end of the business now?

First of all, let me say this: the jukebox is older than I am. Come Nov. 23, the jukebox will celebrate its 100th anniversary. I don't believe we could have given the music operator a better present for his route — the advent of CD technology.

In 1950, the music industry was introduced to the 45 rpm. Until 1986, very little was done in the way of innovation; that's when CDs hit the market. Space does not permit me to expound on the merits of CDs and what they've done for the operator. However, here are some figures of note.

In 1985, 120.7 million 45s were shipped, compared to the 1987 figure of 82.1 million. It's estimated that only 71.2 million 45s were shipped in 1988. These figures alone should tell the operator that it's time for a change. In so doing, music will again take its place as a profitable segment of the amusement business.

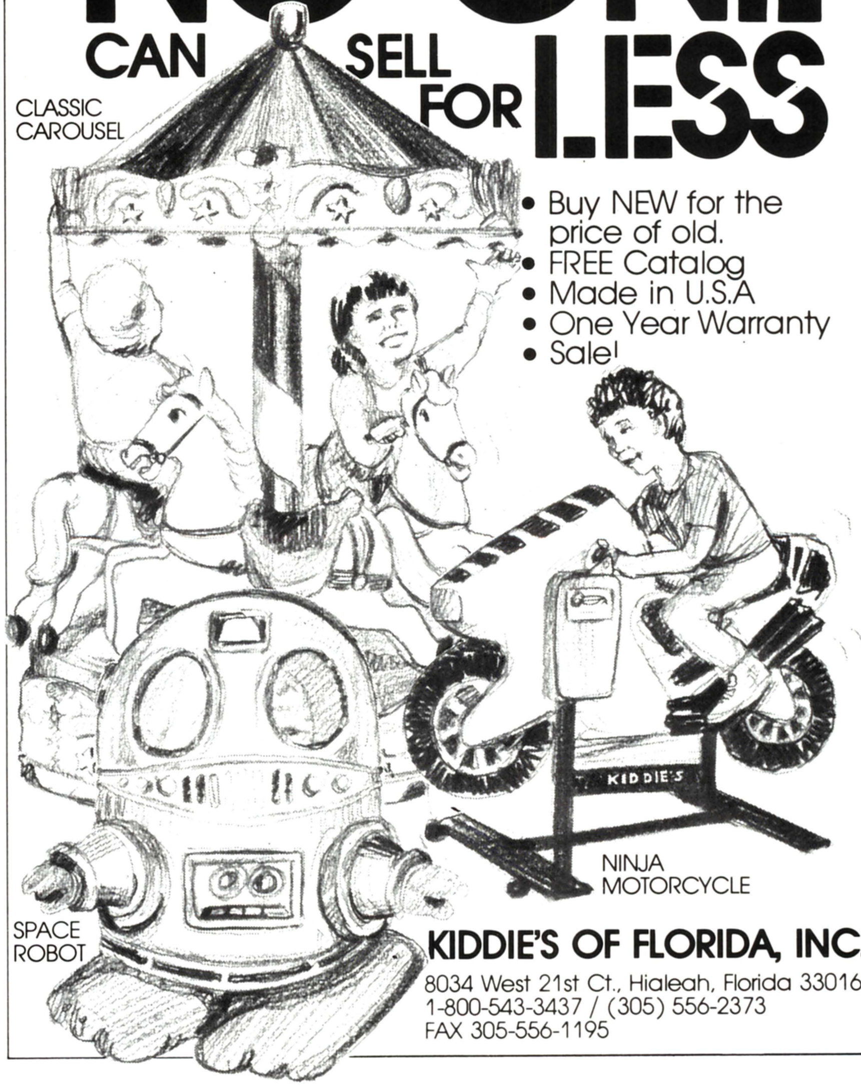
One final question. What kind of car did you buy back in 1932 after you finally got a job?

I bought a Plymouth convertible. I had to be a hot shot. Of course, I bought it on time. It's finally paid for now! ☐

KIDDIE·RIDES

NO·ONE CAN SELL FOR LESS

- Buy NEW for the price of old.
- FREE Catalog
- Made in U.S.A
- One Year Warranty
- Sale!



KIDDIE'S OF FLORIDA, INC.
8034 West 21st Ct., Hialeah, Florida 33016
1-800-543-3437 / (305) 556-2373
FAX 305-556-1195

Rock-Ola: a name steeped in jukebox history

When using a piece of good ole' American machinery, have you ever wondered if there's a real person behind the brand name? For example, do you think there really might be a Tim Amana, Bob Pontiac, Jim Lawnboy, or David Rockola? There may be some question as to the first three, but the latter is certain: the world-famous Rock-Ola jukebox was founded by Mr. David C. Rockola.

Rockola, chairman of the Rock-Ola Manufacturing Corp. in Addison, Ill., is now 93 years old. One would think that after putting in so many years of hard work since founding the corporation in 1926, Rockola would consider retirement. Forget it. He's up at 5 a.m. every day, and on most days he visits the plant in suburban Chicago.

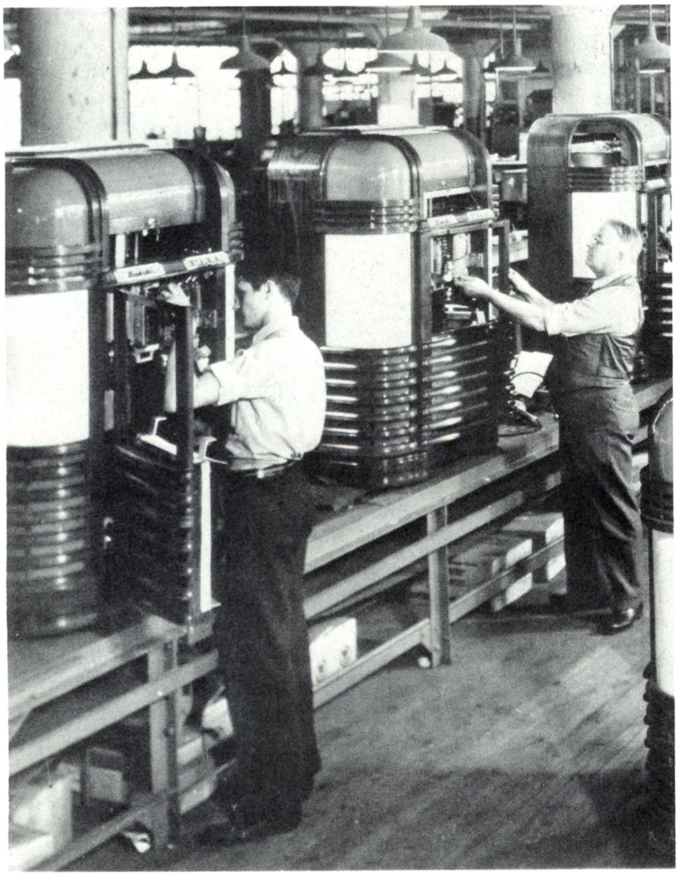
''I have operated machines all through my life,'' said Rockola in a past interview. ''I know machines and how to produce them.''

His might be called a classic American success story, but there's a slight twist: Rockola is a native Canadian. He left his home in Manitoba at 12 years old to find work. Arriving in Saskatchewan, he found a job as a hotel bellhop. It was through this job that Rockola met a machine company representative, and subsequent conversations with the man led him to pursue a career in machinery and mechanics.

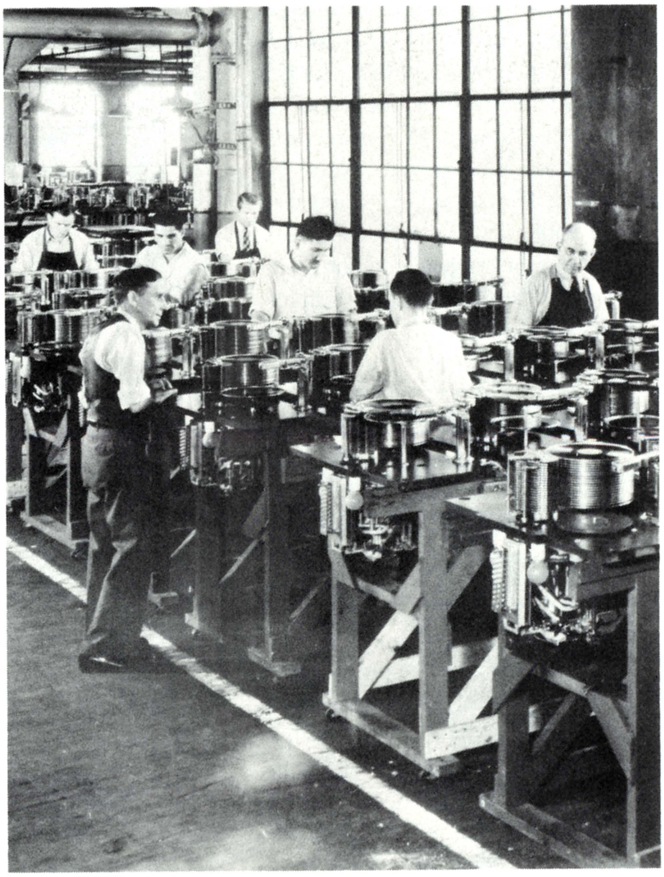
Rockola had many business ventures before his coin-op success. Among them were owning a cigar shop, servicing machines for the Mills Novelty Co., and making his own gumball machines and weighing scales. (Owners of the Rock-Ola ''Lo Boy'' scale consider it a priceless collectible.)

In the 1930s, Rock-Ola had a string of hits with pinball, while the late '40s saw them as the leading manufacturers of table shuffleboards. They've also been steady manufacturers of vending equipment, and, in the the early '80s, the company even dabbled in video games with *Nibbler, Eyes, Fantasy,* and *Jump Bug*. But the Rock-Ola name, of course, will always be associated first and foremost with jukeboxes.

Rockola built his first commercial



Factory workers assembling Rock-Ola's *Luxury Light-Up* in 1939.



Another set of workers handling the ''guts'' of the jukebox.

jukebox in 1934. Others had preceded him, but theirs only carried a scant four selections. Holding 16 selections, the initial Rock-Ola jukebox sold for $198—about $52 less than the leading models of the day.

The jukebox experienced its heyday in the '30s and '40s, as the country fell head over heels for this newest slice of Americana. There was an insatiable public thirst for jukeboxes, and Rock-Ola quenched it with a stunning variety of shape, design, and color (as the accompanying photographs will attest).

> ***"Music never goes out of style."***

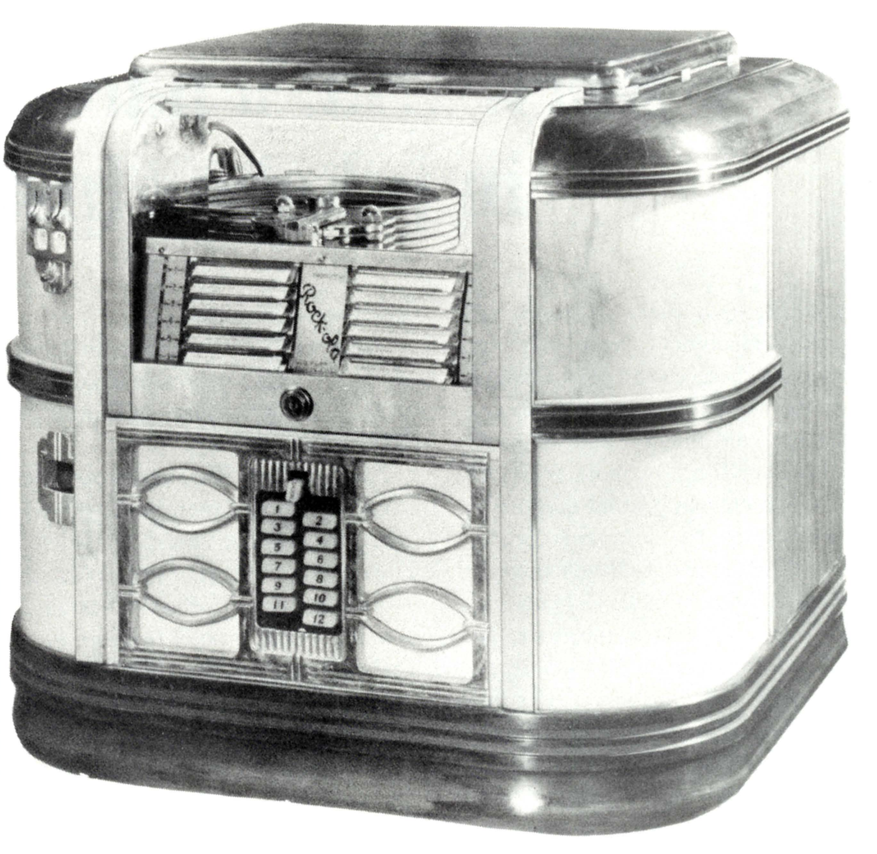
"Music never goes out of style," Rockola has said. "Back then, if someone had a new song, the first thing they wanted to do was get it on the jukebox because that's how everyone would hear it. It was the way people got to hear music; it was very important to them."

Rock-Ola has capitalized on the ongoing nostalgia craze with its *Nostalgia 1000-3* jukebox. Styled with the look of jukeboxes from the '40s, the model offers 160 selections of 45 rpm records. The customer also gets to watch the record play. The *Nostalgia* is doing well because it adheres to what Rockola feels are the necessary ingredients for a successful jukebox: "interesting, with lots of flash and color."

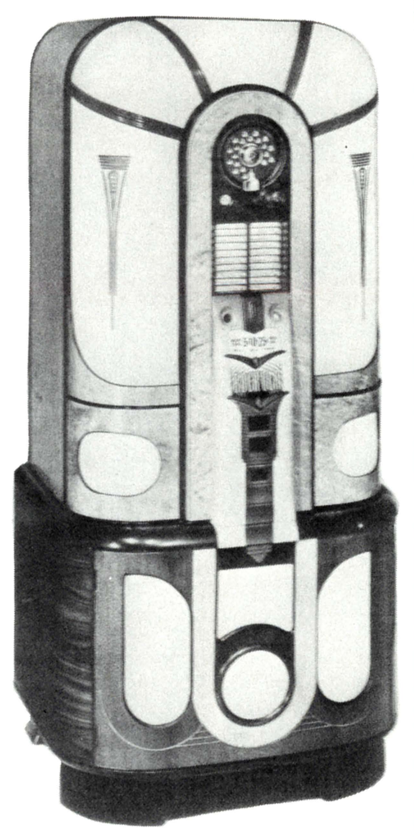
> ***"I put the hyphen in it so that people would say the name correctly."***

The company also manufactures *Model 498*, a 45s-only phonograph with 200 selections; *Model 498-X* is the same piece, but it includes a $1/$5 bill acceptor; and *Model 498-XCD* has 200 selections of 45s and six CDs, with a built-in remote volume control and bill acceptor.

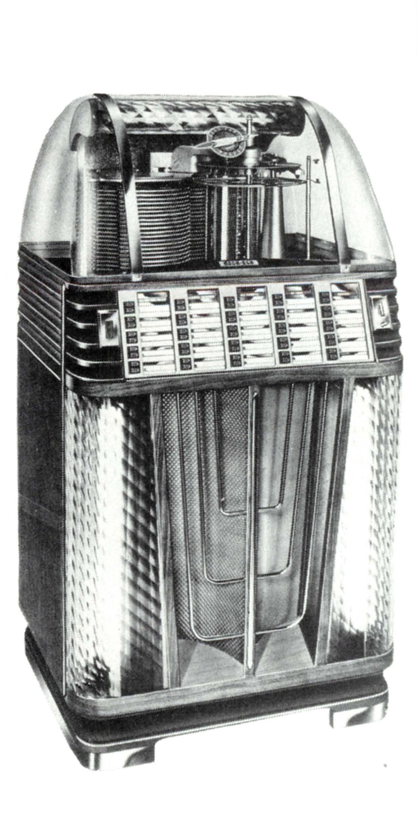
Ken Keim, Rock-Ola's vice president



The Rock-Ola *Junior Model* (1940)



The *Premier* (1942)



The *Super Rocket* (1951)

of sales and marketing, said the company is working on a dedicated CD box that will be ready for AMOA '89, if not sooner.

Besides founder and chairman Rockola, there are other family members that comprise the management team. His wife is an officer of the privately-owned company, while the eldest son, Donald, serves as president. Donald's younger brother, David Jr., is retired from an international sales position with Rock-Ola.

As for the famous family name, doesn't it seem ironic that it would be affixed to *jukeboxes*, of all things?

> ***''People enjoy the freedom of making their own selections.''***

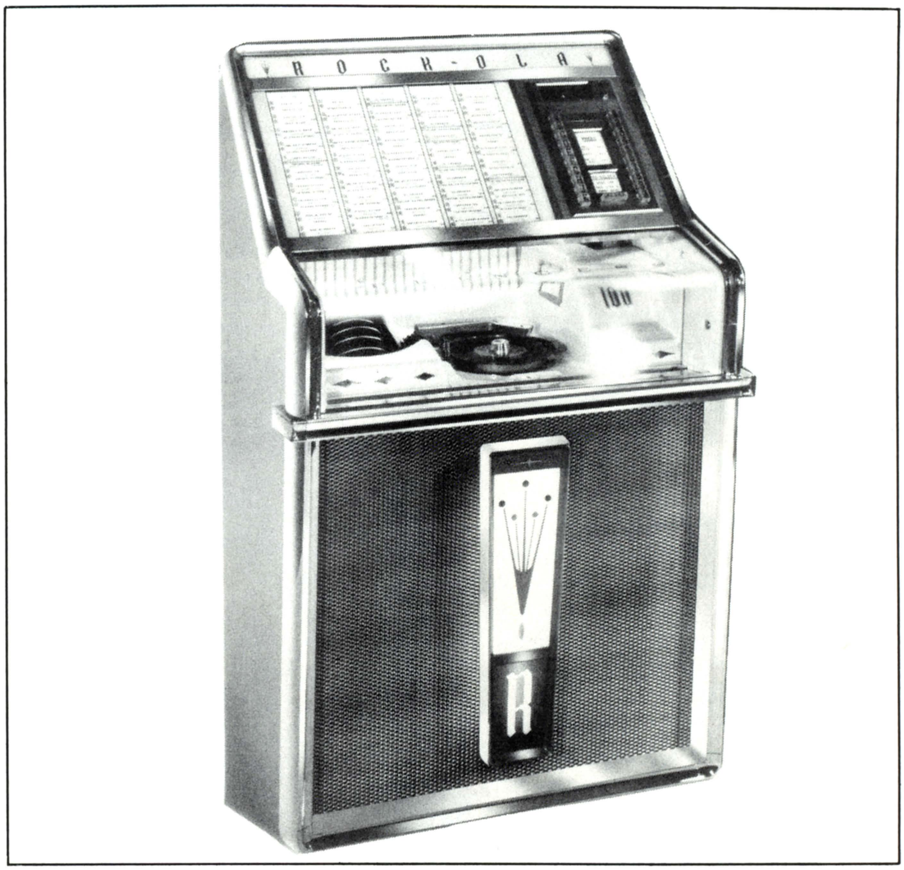
''A lot of people thought that Rock-Ola was named after rock and roll,'' Rockola has said. ''The fact is, when I started the business in 1926, we were the Rockola Scale Co. But everyone mispronounced the name. So I put the hyphen in it so that people would say the name correctly.

''There are Rock-Ola jukeboxes in every state, as well as 52 foreign countries. Sweden, Spain— they all know the name Rock-Ola. In Brazil, machines that play records aren't even called jukeboxes. They're called Rock-Olas; it's generic.''

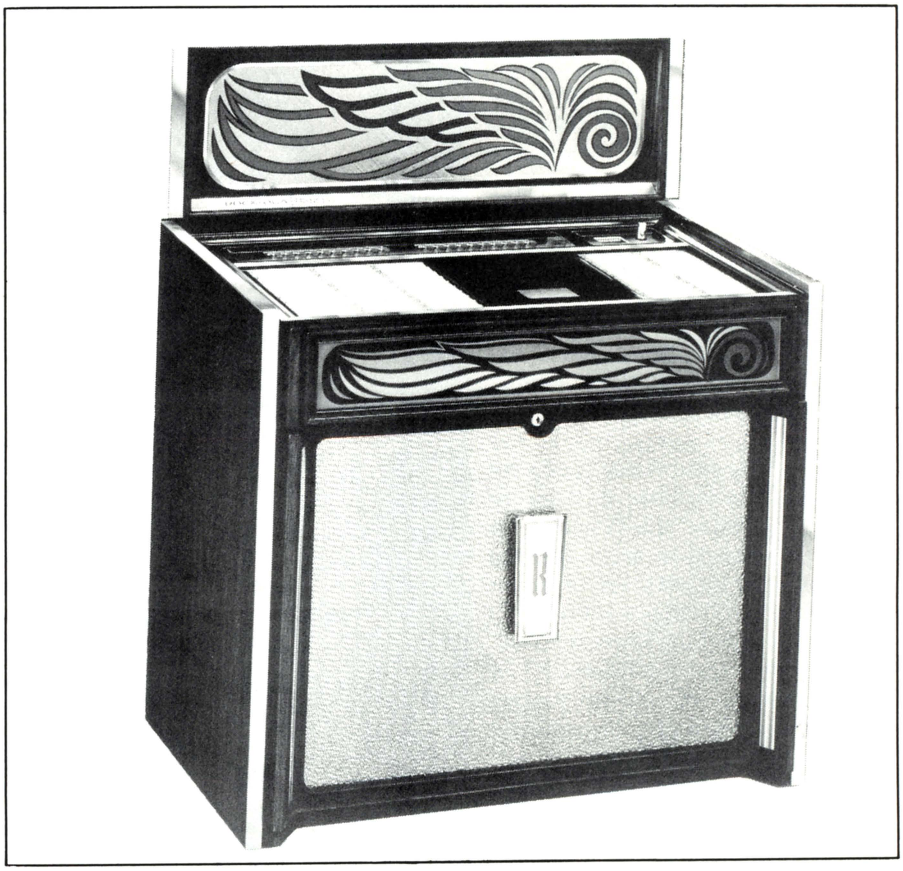
In this the 100th anniversary of the jukebox, has anyone stopped to reflect just what it is that's given the phonograph such longevity? Frank Schultz, who in November will celebrate his 40th anniversary in sales and marketing with Rock-Ola, has.

''As long as there are people in this world that are earning wages, there will always be a jukebox of some sort,'' he said. ''What's left over after the bills have been paid will continue to be spent on jukebox enjoyment at the corner location. Whether people are happy or melancholy, they enjoy the freedom of making their own selections.''

One has to believe that when the jukebox's bicentennial rolls around, Rock-Ola will still be there making music for America.



The *Princess* (1962)



The *Princess* (1977)

The Golden Era

> ***"There is a generation between the lost generation of the '20s and the beat generation of the '50s which might be called the big-band generation. Its shrines are the old Pennsylvania Hotel, the Commodore Hotel, the Savoy Ballroom, and the Paramount Theatre; its sport is dancing; its romance bloomed within a few feet of Tommy Dorsey's trombone. To the people of this generation there is still magic in the sound of a brass section, a reed section, and a rhythm section playing together every night. Why, there are even survivors of this generation, now the mothers and fathers of Elvis Presley fans."***

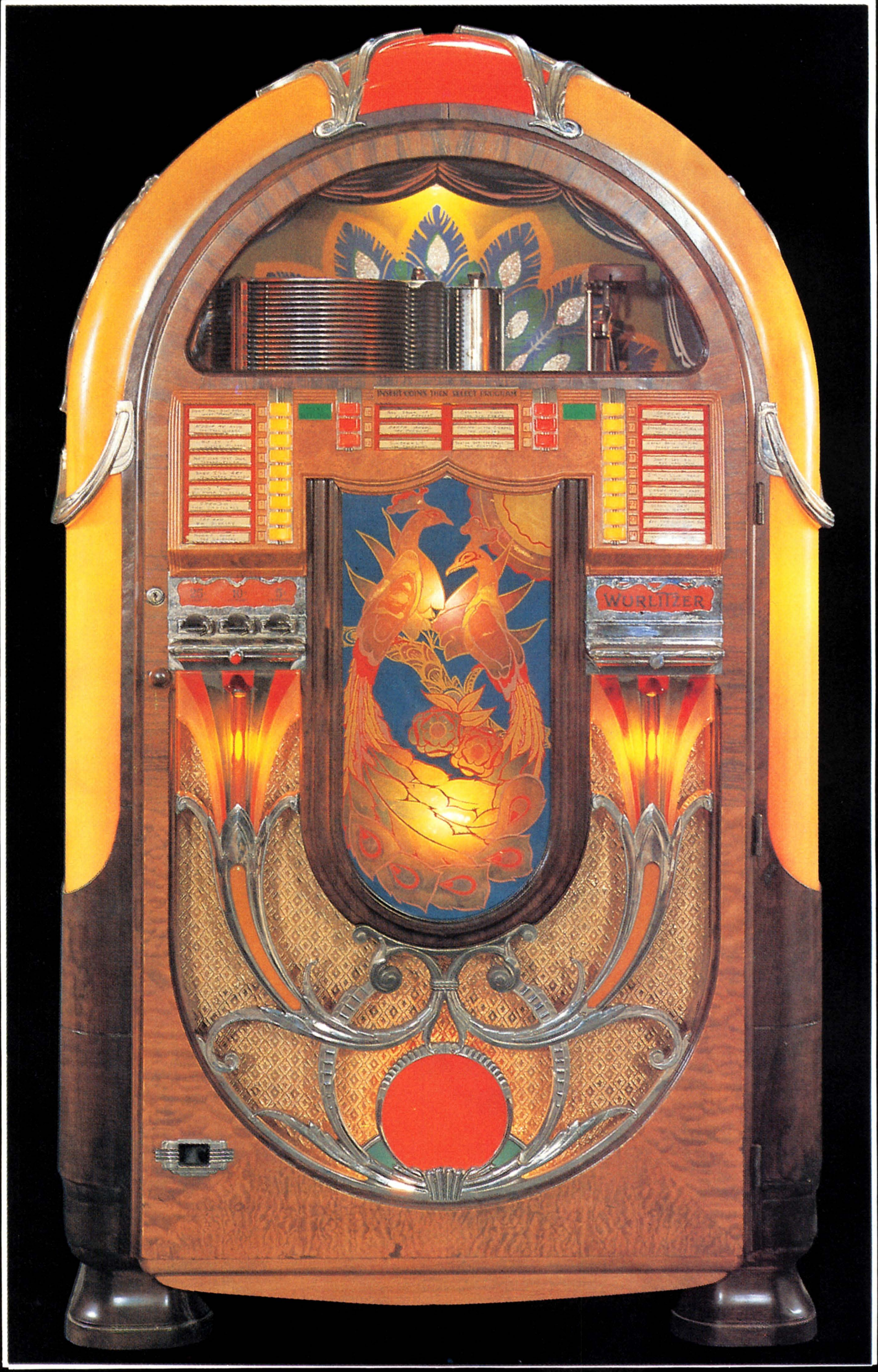
So reads the jacket of an old Columbia LP, "Sentimental and Swinging," that features Tommy and Jimmy Dorsey. Famous renditions of "The Night We Called It a Day" can be found on this recording along with "Dippermouth Blues" and "Stompin' Down Broadway." These mellow sounds were widely played on jukeboxes of the day, jukeboxes that typified the Golden Era between 1937 and 1948.

The jukebox is an American phenomenon that has been receiving well-deserved kudos this year on its 100th birthday. Starting with those early "Nickel in the Slot" machines of the 1890s, the jukebox evolved into an entertainment form that has had a great impact on American culture.

Up until 1936 the jukebox was housed in what resembled a large radio cabinet. When new models appeared in 1937, the whole industry changed. The innovation that put jukeboxes on the entertainment map was the use of illuminated plastics. Designers such as Nils Miller of Seeburg and Paul Fuller of Wurlitzer elevated the jukebox to an art form that blended wood, plastic, glass, and chrome.

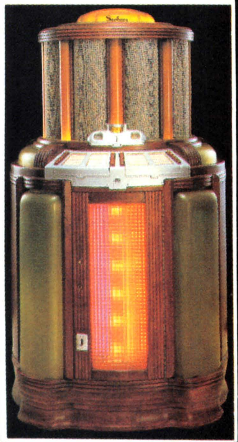
These design changes came as the Great Depression was ending and more money was available for entertainment. The colors and animation of the jukebox captured the imagination of the American public. Neighborhood taverns, night spots, malt shops, even staid country clubs all had jukeboxes. Among these "fancy" jukeboxes were several from Wurlitzer, including the 750 of 1941, known as "The Peacock"; the 950, a rare box from 1942; and the 1015 that became one of the biggest sellers of all time with a record 56,000 shipped in 1946-47.

There was also the Mills Empress of 1939, referred to as the "Queen of Jukeboxes" for its dramatic art deco lines; the rare Packard Pla Mor, made only in 1946; the bejeweled A.M.I. Model A of 1946, the Packard Manhattan of 1946 with its etched windows; the Rock-Ola 1426 of 1947 that featured a 12-inch Jensen speaker; and the Seeburg 9800, also produced in the 40s.

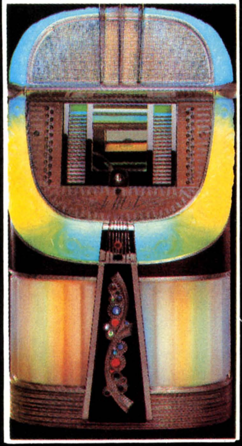


Wurlitzer 850 "The Peacock" (1941)

America has grown up with its jukeboxes, listened to them, danced to them, dreamed with them, romanced with them, marked time with them, and cherished them. Jukeboxes have been good to us and we pay homage to an American product that has served us well.

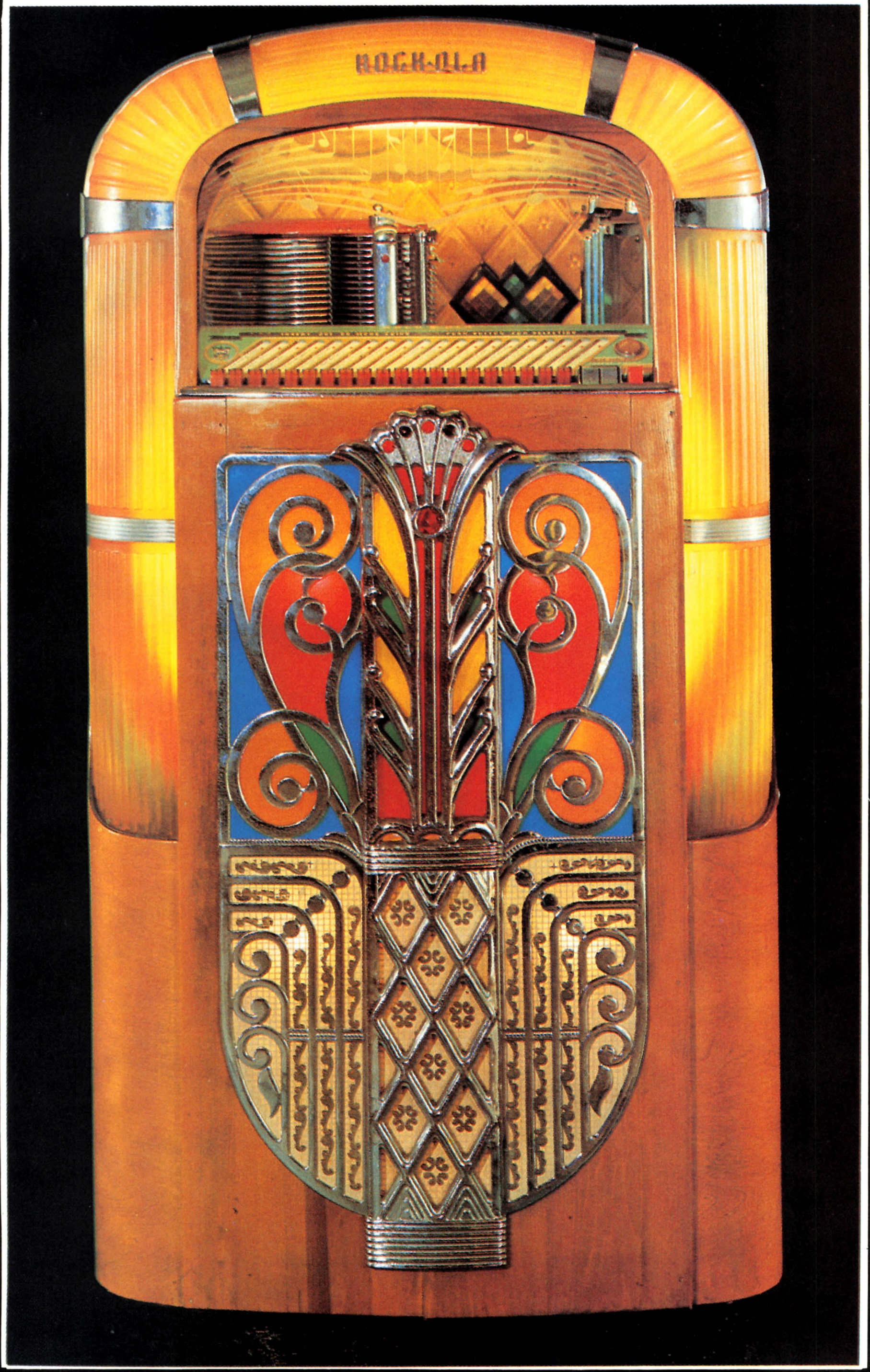


Seeburg 9800 (early '40s)



A.M.I. Model A (1946)

Wurlitzer 1100 (1948-49)

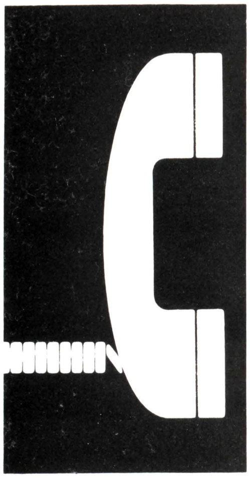


Rock-Ola 1426 (1947)

Mills Throne of Music (1939)

Packard Pla-Mor (1946)

ASK THE OPERATOR



Question:

What do you think would be a fair licensing fee arrangement with the performing rights societies?

[Note: We thought this to be a timely question, as AMOA and the performing rights societies are in the midst of negotiating a new agreement. The present arrangement, which calls for fees of $63 per jukebox, expires at the end of 1989.]

Al Marsh
Hart Novelty Co.
Bellingham, Wash.

I think most people would agree that the $63 fee per jukebox is too high. It's totally unfair as it is now, since the professional operators are carrying the burden.

I would like to see a situation where you pay a flat fee for that first jukebox, a substantial fee. But then any fees for jukeboxes bought after that would be at a substantially-reduced rate. That's about the only way to have a fair enforcement of jukebox fees, I believe. The performing rights societies should consider that to be acceptable.

Gary Green
Green Amusements
Louisville, Ky.

The fee ought to be tacked on to the records, pure and simple. That way, if a guy doesn't buy many records for his jukebox, he won't be stuck with as big a fee. Everyone would pay a fair share, compared to what exists now.

Location-owned jukeboxes are a problem for everybody, and the performing rights societies don't go after them the way they do operators. My plan would eliminate the enforcement costs that they're faced with. They would get three to four times the money they're getting now if the fee were placed on records.

Manley Lawson
Lawson Music Co.
Winter Haven, Fla.

There should be a one-time license fee that's paid when the jukebox is purchased or imported into the United States. If it's done when the initial paperwork is filled out, there would be no cheating. Ninety percent of commercial jukeboxes would be licensed this way after five or six years. AMOA has proposed this, but ASCAP and BMI rejected it.

The current $63 fee has depressed the industry; statistics bear that out. It's too difficult to try to pay a fee based on the revenue of every machine. That may be the fairest way, but it's just not practical.

Heck, we really ought to be exempt from this fee. We promote the artists by playing their records on our jukeboxes. Operators buy multiple records over and over again; I've had to buy a lot of copies of "Auld Lang Syne." If operators organize and stick together, we can beat this copyright thing.

Sam Strangis
Morgan Amusement Co.
McKeesport, Pa.

I think the fairest and simplest method would be to have the fee built into the cost of the record. Then if you incorporate that with a one-time fee when the jukebox is bought you'd pretty much have it covered.

Everybody would pay if you did it this way, as opposed to the compulsory license fee, which just doesn't work. Too many people don't comply. There needs to be an arrangement where the burden is shared fairly by everyone.

Russell Love
Royal Vending Services
Santa Fe Springs, Calif.

I feel that the current $63 fee is way out of line. The income derived from the jukebox has not risen proportionately with the licensing fees. The performing rights societies are out of touch with what jukebox operators are realizing in revenues.

Though I'd like to see the fee reduced, I doubt it will be. Merely towing the line or keeping it from rising may be considered an accomplishment. We have to seek out and educate those operators who aren't paying the fee. Our negotiating position would be stronger if everyone paid. ASCAP and BMI have no incentive to lower the fee as long as they see only a fraction of operators in compliance.

SNK HITS BIG

WITH SUPER CHAMPION BASEBALL™

COMING THIS MONTH!

- Choose from 12 teams
- Features Batters' & Pitchers' stats
- Relief Pitcher/Pinch Hitter feature
- Player's choice of 2 stadiums with varying weather conditions
- Real-life base stealing and checking a runner
- Swing/Bunt/Choose your pitch!

- PLAYER VS. PLAYER OR PLAYER VS. COMPUTER
- 8-WAY JOYSTICK/3 BUTTONS PER PLAYER
- PLAYER BUY-IN/CONTINUE FEATURE
- HORIZONTAL KIT WITH FULL GRAPHICS

SNK CORPORATION OF AMERICA
246 SOBRANTE WAY
SUNNYVALE, CALIFORNIA 94086
(408) 736-8844

© 1989 SNK CORP. OF AMERICA

Data East distributors and guests pull up to the mansion.

Data East introduces *Playboy*

Hugh Hefner couldn't have been prouder. Data East's latest pinball game is a tribute to Playboy's 35th Anniversary and called, appropriately enough, *Playboy 35th Anniversary.*

Data East previewed the game to its distributors at the Playboy Mansion on May 11. A party, complete with Playboy models and Hugh Hefner himself, drew over 100 guests of Data East along with various news media representatives.

The first pinball was presented to Hefner and his fiancee, Kimberly Conrad, during the event. The game, created by Data East director of game design Joe Kaminkow, provides players with an insider's view of the glamorous Playboy mansion. The backglass combines brilliant color photography and animation and features Hefner and Conrad hosting a party by the mansion swimming pool. A group of Playmates and guests mingle with some of the cartoon characters popularized by *Playboy* magazine.

The game was created for worldwide distribution under a licensing agreement between Playboy and Data East. It marks the first time a company has been the subject of more than one game. The first *Playboy* pinball machine was produced by Bally 10 years ago. ☐

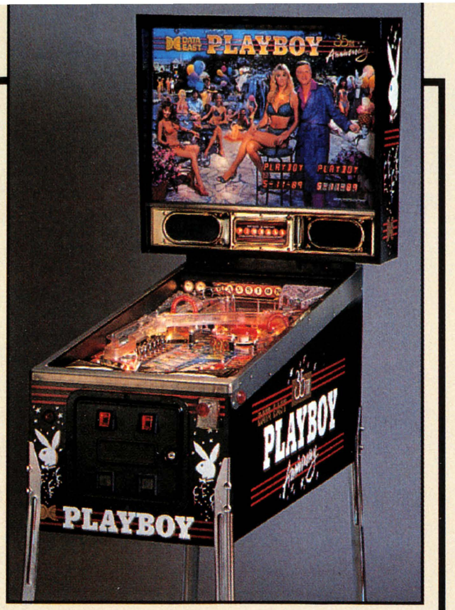
Data East distributors and guests mingle with Playmates at the Playboy mansion.

Hugh Hefner and Kimberly Conrad accept the first *Playboy* pinball machine.

Guests sign in and pick up badges.

35TH
Anniversary
PINBALL
DATA EAST
PLAYBOY
PLAYBOY
5-11-89
PINBALL
MANSION
35
DATA EAST
PLAY
PLAYBOY
Kimberley Conrad
1989 PLAYMATE OF THE YEAR
DATA EAST

PINBALL DATA SHEET



NAME: Playboy 35th Anniversary Pinball

HEIGHT: 74" WIDTH: 30" WEIGHT: 250 pounds

BIRTHDATE: May 11, 1989

BIRTHPLACE: Data East Pinball, Inc.

AMBITIONS: To be a top earning pinball with really great legs.

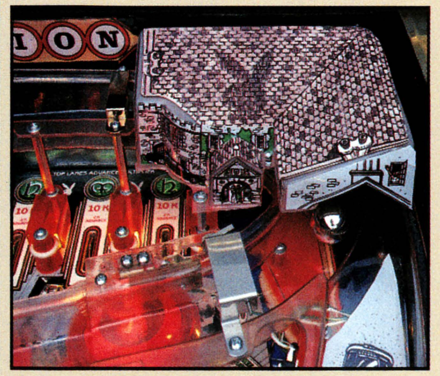
TURN-ONS: Full cashboxes, shiny balls, Monday Night Football.

TURN-OFFS: People who tilt a lot, sweaty palms.

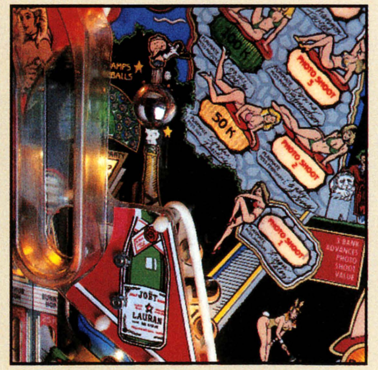
FAVORITE MOVIES: Tommy, Tilt, Tron, Joysticks

FAVORITE FOOD & DRINK: Quarters, Playfield Cleaner, Rubber Revitalizer

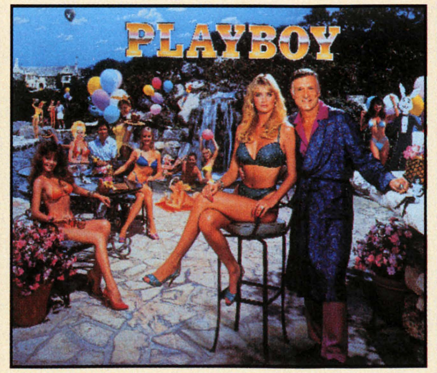
GAMES I WOULD LIKE TO MEET: S/Y Spy, Bad Dudes, Slingshot, Robocop, Laser War



"Where I was born"



"Champagne with Hef"



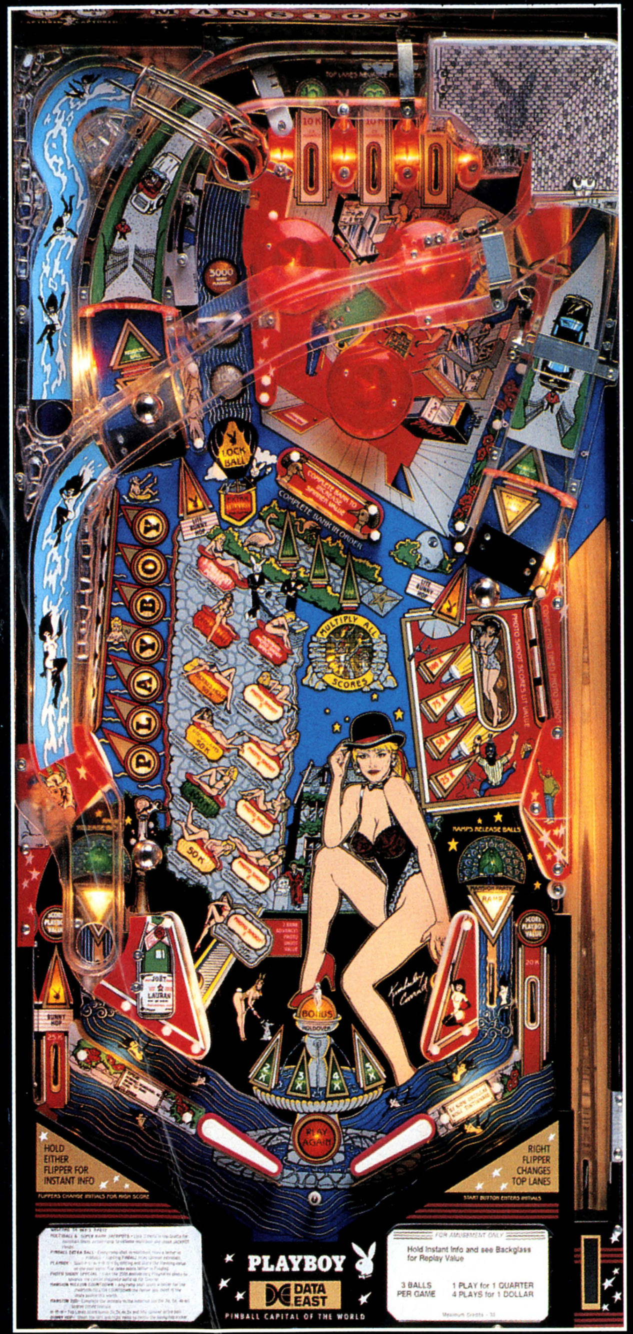
"35th Anniversary Party"

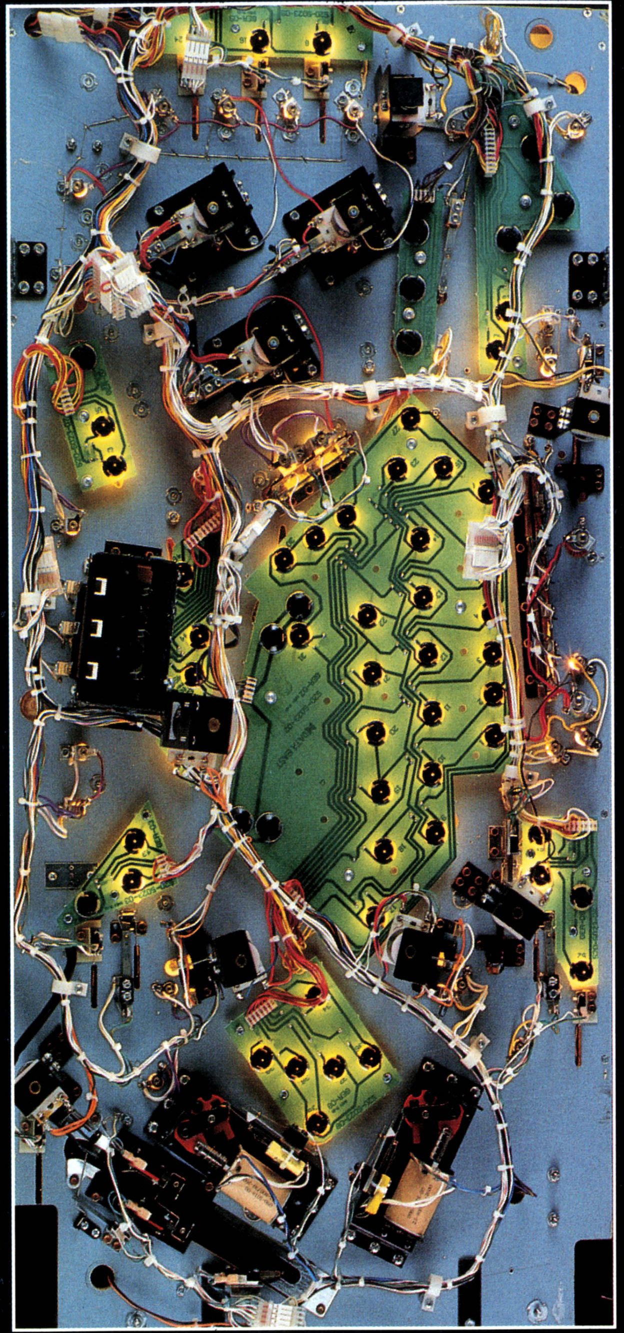
PLAYBOY

35TH Anniversary PINBALL

Come Have A Ball...
PLAYBOY
35TH ANNIVERSARY COLLECTOR'S EDITION
COLLECTOR'S EDITION

DATA EAST





Others follow but Data East Pinball is the leader in lamp PCB technology. Our cable technology is so clean that it eliminates 70% of the wires from a standard game. Super smart software has what no one else can give you, even our toll free number, 1-800-KICKERS. Gussetted legs, lock tite on most assemblies, manual percentage adjustments and self percentaging game features, the only pinball with suggested AMOA adjustments, solid state lane change, exciting multi-ball play, super wide ramps and digital stereo. Features Hef's voice. A celebrity pinball destined to be the classic street game you've been looking for. Guaranteed to have excellent resale value.

DATA EAST

See your local Data East Distributor
or Contact:

DATA EAST USA, INC.
470 Needles Drive
San Jose, CA 95112
(408) 286-7074

PLAYBOY, PLAYMATE, RABBIT HEAD DESIGN and FEMLIN DESIGN are marks of and used under license from Playboy Enterprises, Inc. by Data East Pinball, Inc. ©1989, Playboy.

Data East's Joe Kaminkow addresses his distributors as Hugh Hefner and his fiance Kimberly Conrad look on (left).

Betson's Ron Carrara (l) and Shaffer's Bill Kraft talk about the new *Playboy* pinball.

Play Meter's Carol Lally (c) with Nancy Blum of United Distributors (l) and Carol's cousin Priscilla Schoch.

We couldn't leave the mansion without a group shot of the Playmates.

SAVE YOURSELF A HEAP OF PROBLEMS

TRASH

BUY OUR PARTS FIRST

penn-ray sutra

From superior Monitors and quality Power Supplies down to the smallest Diodes, we offer the highest quality of parts to fit your equipment as well as your budget.

For a free catalogue call
1-800-523-8934

P.O. BOX 1088 • 3684 MEADOW LANE • BENSALEM, PA 19020

First Rate Parts That Last!

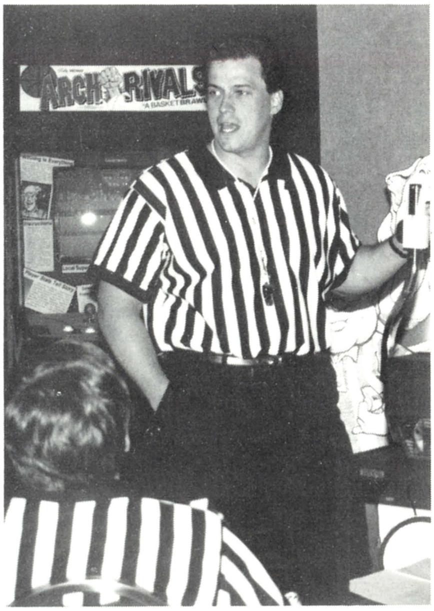
Bally takes basketball game on the road

Bally Midway recently took its new basketball video, *Arch Rivals*, on the road to distributor meetings in Philadelphia, Chicago, and San Francisco.

Response to the game, best termed a fun ''basketbrawl,'' has been enthusiastic. Bally carried out the theme by having designers and other Bally staffers wear the black and white striped uniforms of officials.

Game play can get heated in *Arch Rivals* since the referee is near-sighted and penalties are non-existent. The one- or two-player game can be customized to pit local teams or pro teams against one another. A special 49-way joystick makes fancy shots and slick court moves possible.

On hand for a complete run-through of the game's special features were designers Brian Colin and Jeff Nauman, marketing manager Laura Rezek, vice president of sales and marketing Steve Blattspieler, and sales manager Ron Bolger. ☐



Ron Bolger readies the crowd for realistic basketball action.

Jeff Nauman (l) and a distributor sample the game play.

A crowd gathers for a closer look.

Brian Colin (l) shows the special game features.

Williams raises curtain on *Black Knight 2000*

Steve Ritchie, the Williams pinball designer of such hits as *Flash, Firepower, High Speed,* and *Black Knight*, has created a sequel to the latter pin: *Black Knight 2000*. It was showcased at three special May distributor meetings in Chicago, Philadelphia, and San Francisco.

''It was two years in the making; I wanted to design a hot, updated version of *Black Knight*, and this is it,'' Ritchie said. ''I'd call it a fast but friendly game. A lot of rookie or novice players are pumping quarter after quarter into it on test, and there's certainly enough new features to challenge the advanced player.''

The two-level pin has a hinged upper playfield that swings up to eye level. ''This is the key service feature on *Black Knight 2000*,'' Ritchie said. ''It was designed with the serviceman in mind, because it's easy to service and clean.''

Among the features are an upper playfield ''Loop Champ'' that tests the number of loops a player can make; ''magna save,'' a magnetized method of saving the ball before it drains; and a first-ever music/speech/vocals package, with a ''choir of angels'' singing encouragement to defeat the Black Knight.

Williams pinball designer Steve Ritchie explains the creation of *Black Knight 2000* at a distributor preview.

The game's most challenging feature, though, is spelling out RANSOM. When this is done, everything on the playfield lights up, giving every feature its maximum potential value. Players can keep firing balls for 30 seconds; balls that drain during this time are replaced. ''It's 30 seconds of pure madness,'' Ritchie laughed.

There's a game-to-game carry over feature that encourages repeat play. ''Say you've got R-A-N-S and you need O-M to spell out RANSOM; you know players will add another quarter to continue, trying to finish the word,'' said Roger Sharpe, Williams marketing director. ''Operators and players get a totally synchronized package with *Black Knight 2000*.''

Sharpe said production will begin in July, with a factory setting of five balls for 50 cents. He added, though, that operators can easily adjust the pricing.

''Both *Earthshaker* and *Black Knight 2000* (on test) are competing with the top video games in arcades,'' Sharpe said. ''In a marketplace where video appears to be going soft, for whatever reason, pinball is bouncing back, along with novelty equipment. Diversity of product is essential for operator profitability today. Williams is committed to offering totally distinct, quality games, and *Earthshaker* and *Black Knight 2000* are examples of that.'' ☐

Dave Hesketh of Monroe Distributing gets a close look at the easily-accessible hinged upper playfield.

Alan Ziedman of Atlas Distributing tries his hand at *Black Knight 2000* as Charles Fite of Sammons-Pennington looks on.

SPECIAL NOTICE

Purchase your used equipment from:

NEW ORLEANS NOVELTY CO.

- *In business for 50 years!*
- International reputation for selling the finest used videos, flippers & amusement games available anywhere.
- Each and every game beautifully refinished like new by experts. All games authentic. Legal factory models.
- Get on our mailing list for our latest price bulletins or call Celie or Maria for latest prices.

3030 No. Arnoult Road
Metairie, LA 70002

(504) 888-3500

A&A Condom Vendors

CONDOMS
FOR YOUR PROTECTION
50¢

- New
- Proven
- Field Tested

You have tried the rest . . . Now operate the best.

Vends 50¢—75¢—$1.00

- All decals included
- Extra large capacity
- Sample unit available $59.95

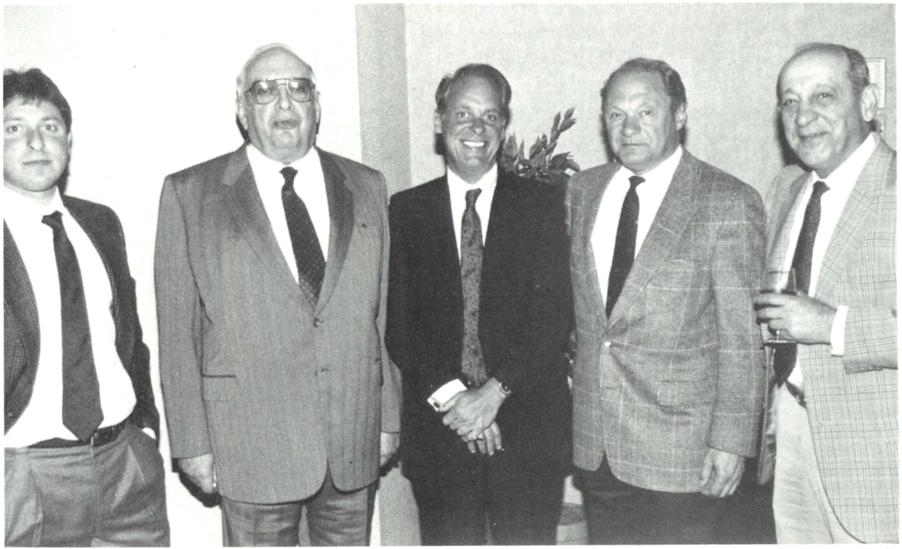
A&A COMPANY
1930 Greenspring Drive
Timonium, MD 21093

(301) 252-1020

DISTRIBUTOR MEETING

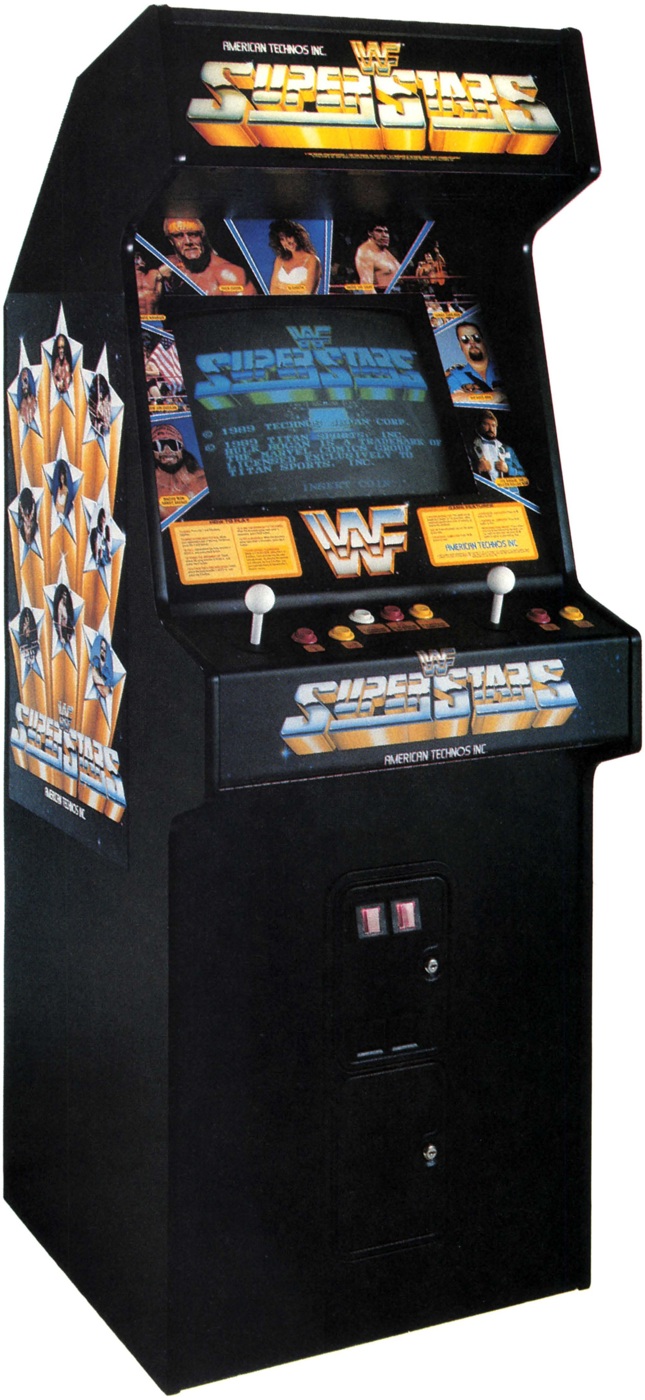
The *Black Knight 2000* team, (l to r): Steve Ritchie (design, concept, and direction), Doug Watson (artist), Ed Boon (software and effects), Dan Forden and Brian Schmidt (music, speech, and sound), and Joe Joos (mechanical engineer).

Williams sales manager Lesley Ross with Fred Skor (c) of Worldwide Distributors and Joel Kleiman of Pioneer Sales.



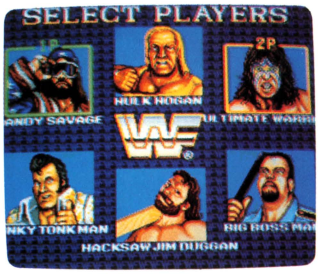
From left: Atlas Distributing's Scott Lippman, Central Distributing's Lou Singer, Audio Visual's Peter Entringer, Atlas' Jerry Marcus, and Franco Distributing's Rubin Franco.

THE SUPERSTARS OF WRESTLING IN ONE SUPERSTAR VIDEO GAME!


AMERICAN TECHNOS INC.
WWF
SUPERSTARS
AMERICAN TECHNOS INC

GAME FEATURES

- Wrestlers are programmed with unique and different wrestling moves.
- Players choose their own tag teams for exciting competition.
- Real life outside-the-ring action, just like the World Wrestling Federation®
- Three modes of play to choose from:
  - – One Player vs. Computer
  - – Two Players vs. Computer
  - – Player vs. Player
- Power-up and game continuation features.

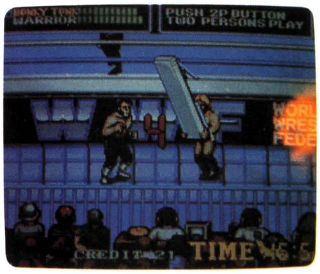

SELECT PLAYERS
HULK HOGAN
2P
ANDY SAVAGE
ULTIMATE WARRI
NKY TONK MAN
BIG BOSS MA
HACKSAW JIM DUGGAN

HONKY TONK
WARRIOR
PUSH 2P BUTTON
TWO PERSONS PLAY
TIME

SAVAGE
BIG BOSS
DUGGAN
HOGAN
PUSH 2P BUTTON POWER UP
CREDIT 45
TIME

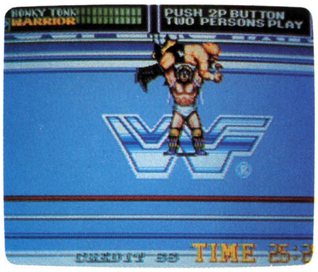
ANDRE THE GIANT
TED DIBIASE
"The Million Dollar Man"
VIRGIL (Bodyguard)

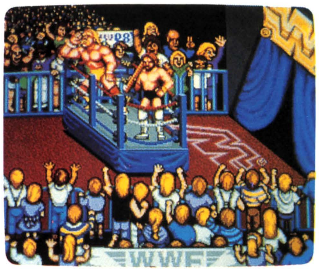
HONKY TONK
WARRIOR
PUSH 2P BUTTON
TO POWER UP
MAIN EVENT
VS
TECHNOS JAPAN
CREDIT 96
TIME


HONKY TONK
WARRIOR
PUSH 2P BUTTON
TWO PERSONS PLAY
CREDIT
TIME

Starring eight dynamite wrestlers from the WWF®:

- Hulk Hogan
- Honky Tonk Man
- Big Boss Man
- Macho Man Randy Savage
- Ultimate Warrior
- Hacksaw Jim Duggan
- Andre the Giant
- Ted DiBiase, the Million Dollar Man


HONKY TONK
WARRIOR
PUSH 2P BUTTON
TWO PERSONS PLAY
CREDIT 55
TIME



AMERICAN TECHNOS INC®

10080 NORTH WOLFE ROAD • SUITE SW3-372 • CUPERTINO, CALIFORNIA 95014
TELEPHONE (408) 996-1877 • FAX (408) 996-8736

© 1989 TECHNOS JAPAN CORPORATION. © 1989 TITAN SPORTS, INC. HULK HOGAN™ IS A TRADEMARK OF THE MARVEL COMICS GROUP, LICENSED EXCLUSIVELY TO TITAN SPORTS, INC. WWF,® WORLD WRESTLING FEDERATION® AND WWF SUPERSTARS® ARE REGISTERED TRADEMARKS OF TITAN SPORTS, INC.

WAMO welcomes members to Lake Geneva

Over 110 members of the Wisconsin Amusement and Music Operators (WAMO) gathered for the association's annual convention and trade show, held May 18-21 at the Abbey Resort on Lake Geneva. Business sessions, equipment exhibits, a membership meeting, a golf tournament, a banquet, and a special WAM-O-Lympics competition were all part of the event.

Business sessions included a presentation on legal changes affecting the workplace, given by attorney Mark Olson of Mulcahy and Wherry. Bill Brotz of Rowe International offered advice on setting up a sound system. Exhibits included 28 booths manned by industry manufacturers and distributors.

The WAM-O-Lympics divided members into teams competing in events such as tug-o-war, volleyball, and shuffleboard. Team shirts and an indoor picnic supper were part of the event.

Of particular interest was a forum discussion with state Sen. Joseph Andrea (D-Kenosha), a proponent of the bill to legalize video poker in Wisconsin. A panel discussion ensued, focusing on the impact of video poker on the industry. Jerry Rauwald, an agent from Northbrook Insurance, gave a presentation on insurance premiums. There was also a member panel discussion on dart and pool tournaments.

At the annual banquet, the 1989 C.S. Pierce Award was presented to Sam Cooper of Pioneer Sales and Service. Joel Kleiman accepted the award on behalf of his partner. The award, named for WAMO's founder, is presented to an individual who demonstrates unselfish service and a commitment to bettering the industry and the association.

Trophies for winners of the WAM-O-Lympics were also presented at the dinner. An association auction at evening's end brought a record contribution to the WAMO treasury.

During WAMO board elections, John Spears of Winnebago Coin was chosen to replace outgoing Dick Jacomet of Red's Novelty in Milwaukee as new director. Spears previously served on the board and is credited with developing the WAMO state dart tournament.

WAMO officers re-elected for one year terms are: Jim Stansfield of Jim Stansfield Vending in Lacrosse, president; Roger Westmont of Modern Specialty Co. in Madison, vice president; and Mike Bohrer of Hastings Distributing in Milwaukee, secretary/treasurer.

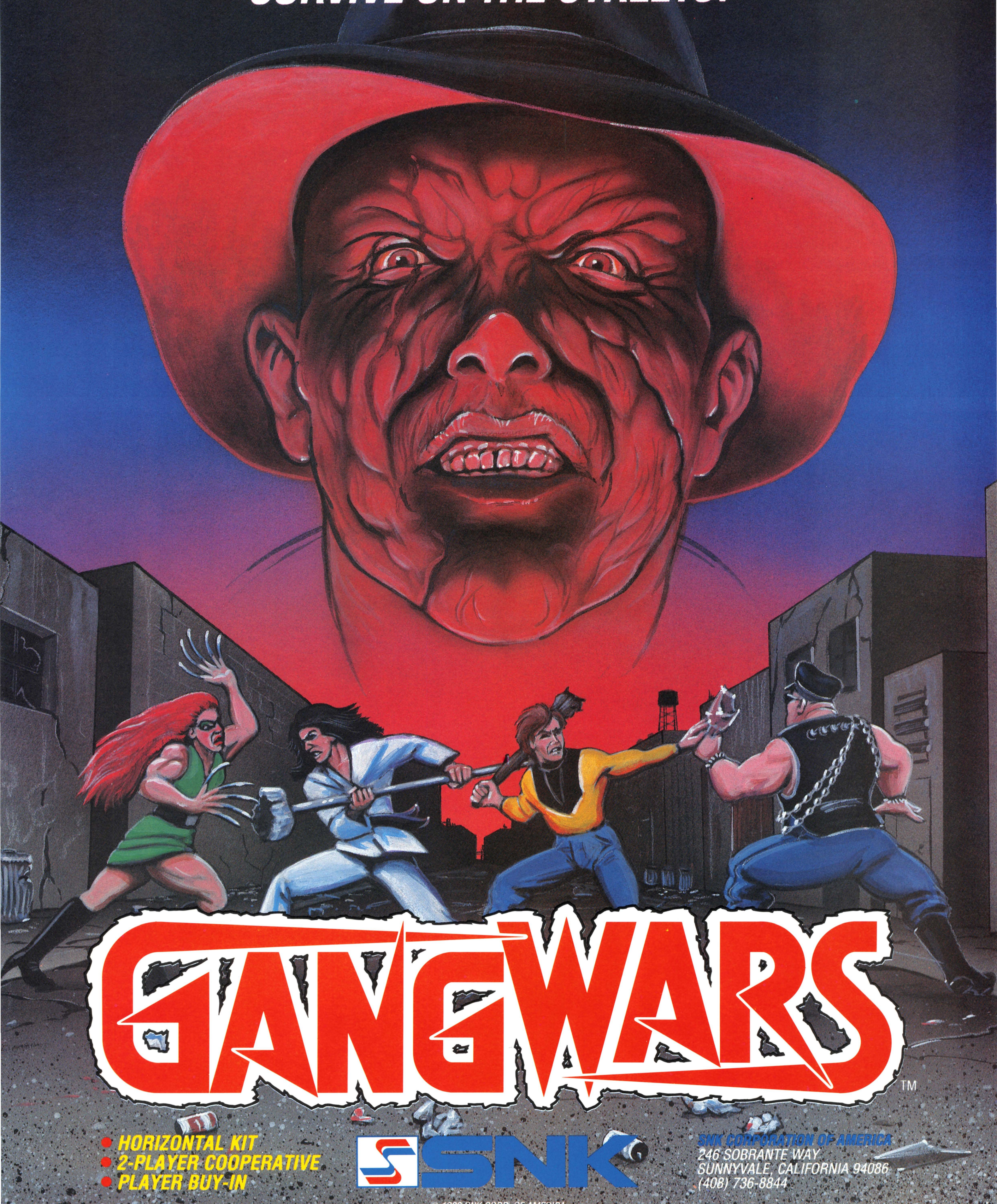
The 1990 WAMO Convention and Trade Show has been set for June 7-10 at the Holiday Inn in Stevens Point.

Next on the calendar for WAMO is the first-ever Bi-State Conference of WAMO and MOMA (Minnesota Operators of Music and Amusements), scheduled for the Civic Center Inn at Eau Claire on August 25-27. Arrangements are being handled by the association presidents and executive directors. This meeting will provide an opportunity for positive feedback between the two geographically-close associations.

Following a discussion of proposed video poker legislation, (l to r): Dr. Sam Iaquinta, state Sen. Joseph Andrea, and Tom Coenen, WAMO lobbyist.

During the WAM-O-Lympics, a group quickly downs a glass of beer and resumes the "chug and crawl" relay.

THE SNK GANG HELPS YOU SURVIVE ON THE STREETS!



GANGWARS™

- HORIZONTAL KIT
- 2-PLAYER COOPERATIVE
- PLAYER BUY-IN

SNK

SNK CORPORATION OF AMERICA
246 SOBRANTE WAY
SUNNYVALE, CALIFORNIA 94086
(408) 736-8844

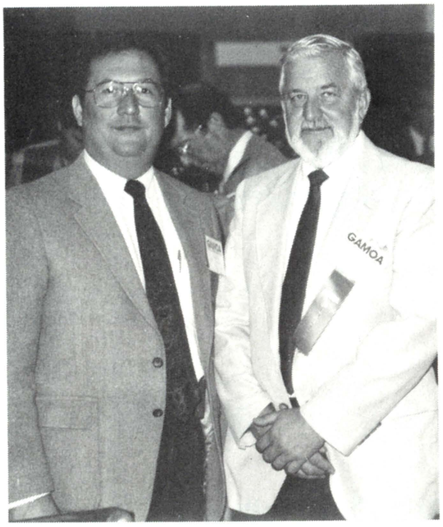
© 1989 SNK CORP. OF AMERICA

Georgia AMOA hosts first trade show

This spring, the Georgia Amusement and Music Operators Association held its first-ever convention and trade show. Here is a pictorial review of the show, which featured seminars and exhibits from manufacturers and distributors. Randy Fromm, well-known technical writer for Play Meter, conducted one of the seminars.

GAMOA
GAMOA
GAMOA

At the Brady Novelty booth, (l to r): Tom Keil, Brian Breitbard, Lee Ann Bullard, and David Skadeland.



Eddie Lotter and Dick Sershon of Peach State Distributing.

Top Draw
PlayChoice-10

By the SMS game *Top Draw*, standing (l to r): Morris Piha of Greater Southern Distributing, Bob Harzer of SMS Mfg., Billy Weiss, and Billy Hubbell.

DOWNUNI
GAMOA
GAMOA

At the Cherokee Coin booth, (l to r): Brett Slack, Ronnie and Kim Loggins, Jerry Carnes, Tammy Cook, Jeff Valle, and Brian Breitbard.

Sharp Shooter
GAMOA
GAMOA

Crowding around *Sharp Shooter* from Gamemasters are, (l to r): David Gillam, Jerry Stevens, Mike Macke, Ralph Foshee, Bob Darin, and Mike Rudowicz.

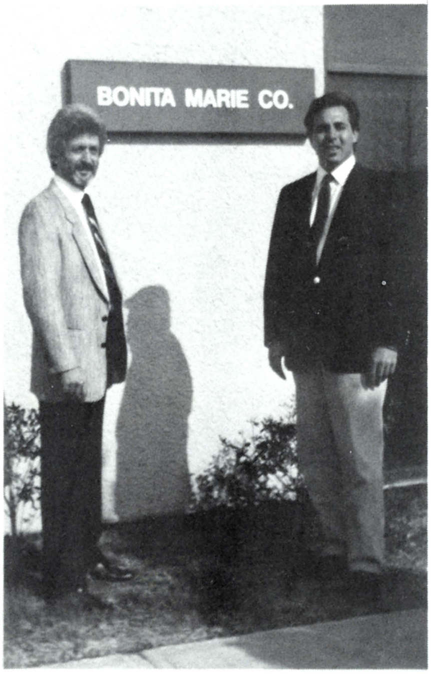
COMPANY PROFILE

BMI strives for goal as trusted supplier

High value perception of prizes is a primary motivator in the redemption market. Bonita Marie International (BMI) recognizes this fact and strives to be a trusted merchandise supplier to operators competing for today's amusement dollar.

The company has its roots along the New Jersey shoreline, where chief executive officer Lou Cappetta, Jr. has owned and operated the Royal Arcade in Seaside Heights for many years. Cappetta formed BMI along with his wife, Bonita, in 1986. His experience as an operator gave him an insight as to the types of prizes and gift items that work well. Supplying those items at reasonable prices, and with a look to maximizing profits for the operator, became his goal.

The company has grown to a staff of 15 employees in five different departments, including design, sales, and production. Cappetta decided to offer operators alternatives to plush items. He has built the company's reputation on quality jewelry and packaged novelty items to spice up those cranes, rotaries, skill dozers, and trade-up counters. All jewelry design and production is done in-house. BMI has just about outgrown its 3,500 square foot facility and will soon expand into a 6,000 square foot headquarters.


BONITA MARIE CO.

Lou Cappetta, Jr. (l) and David Katz at BMI headquarters.

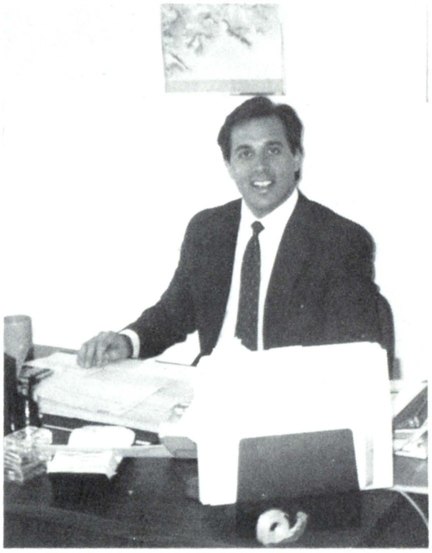
The company's growth pattern and desire to further reach the redemption market has resulted in a partnership of Cappetta and David Katz, former senior vice president of Kramer Manufacturing. Katz serves as president of the company to Cappetta's CEO. Katz brings five years of experience in the sales and marketing arm of the amusement business. Together, Cappetta and Katz have 30 years in the coin-op business.

''Now that David has joined me,'' said Cappetta, ''I will have more time to get involved with newer items that will fit into our peanut capsule.'' This capsule is just one of the many hundreds of items stocked by BMI. Others include over 200 different jewelry items, 15 types of watches, cameras, and novelty pieces such as the new bullet keychain.

The capsule required several months in design and testing. It measures 5.5 inches by 3.5 inches and will accommodate a variety of prizes. BMI sells them filled with prizes, or alone if operators wish to put special items inside. The capsule provides a clear view of the prize and keeps it secure; side grooves and ridges make it easily retrieved by a crane's claw. Cappetta is particularly optimistic about the future of the capsule and its impact on redemption.

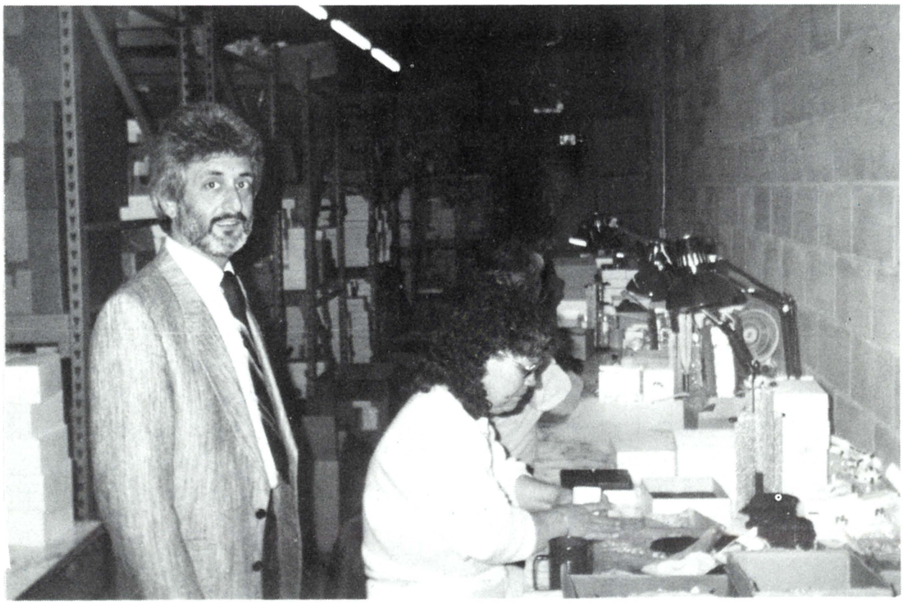
Millie Cochrane, customer service manager.

Benita Mascola, product assembly supervisor.



Katz settles in to his new post as president of BMI.

Orders are being filled for cranes and rotaries.



Lou Cappetta, Jr. oversees manufacturing and assembly.

"It's catching on tremendously," he stated. "It's designed to work with plush and provide several different capsuled items to draw players' attention. Anytime you can diversify your crane it has got to help your collections.

"Our customers deal with a lot of repeat business. It's important to offer quality pieces that keep their customers coming back for more.

"We look for feedback from our customers to inform us what are the hotter items for them so we can continue to supply pieces that will become big earners for them."

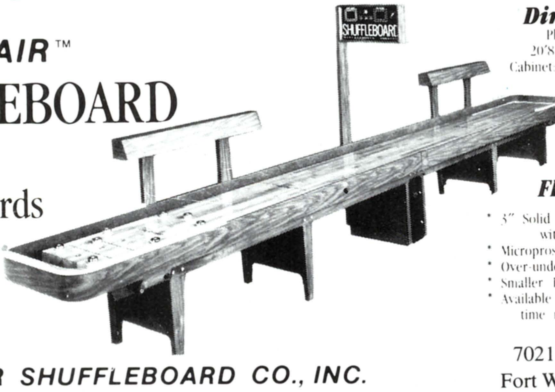
Cappetta is now in the process of designing a capsule for the popular jumbo cranes. "This will broaden our spectrum much more," he said. "Since most of the jumbo cranes operate at 50-cent or $1 play, we can further expand our horizons to include radios, calculators, and any other items with a high perceived value that we can deliver to our customers at a wholesale price."

Cappetta is also proud of BMI's Christmas kits, first introduced in 1988. The kits include holiday-themed jewelry and novelty items such as pins, watches, and small porcelain Christmas tree ornaments. The kits come in 72- or 144-piece sets. BMI also takes orders for custom kits.

Knowledge of the internal workings of redemption equipment and what best suits each one is where Katz's background benefits customers. "I can relate to the operator's need for support in order to maintain a good income level on his investment," he explained. "I am looking forward to talking with operators about the conditions of their particular market and the problems they face.

"Operators need a reliable source of merchandise to help maintain the locations they have worked hard to gain. The end result is in the cashbox. We can pass on our knowledge and that gained from our operator customers around the country."

Both Cappetta and Katz will be happy to consult with operators on fulfilling their particular needs in redemption. Call (800) 272-6375 out of state, (201) 349-1994 in New Jersey; or FAX (201) 341-4056.



PLAYFAIR™
SHUFFLEBOARD

Shuffleboards
are back . . .
and making
money!!!

Dimensions:
Playing Surface:
20'8"long x 20"wide
Cabinet: 22'long x 27"wide

FEATURES:
* 3" Solid Maple Playing Surface with Silk-Screened Graphics
* Microprosessor Controlled
* Over-under Cash Box Doors
* Smaller 16' size available
* Available without coin doors for time rental play or home use

PLAYFAIR SHUFFLEBOARD CO., INC.
FAX: 219-747-0470 1-800-541-3743 Outside IND

7021 Bluffton Road
Fort Wayne, IN 46819
(219) 747-7288

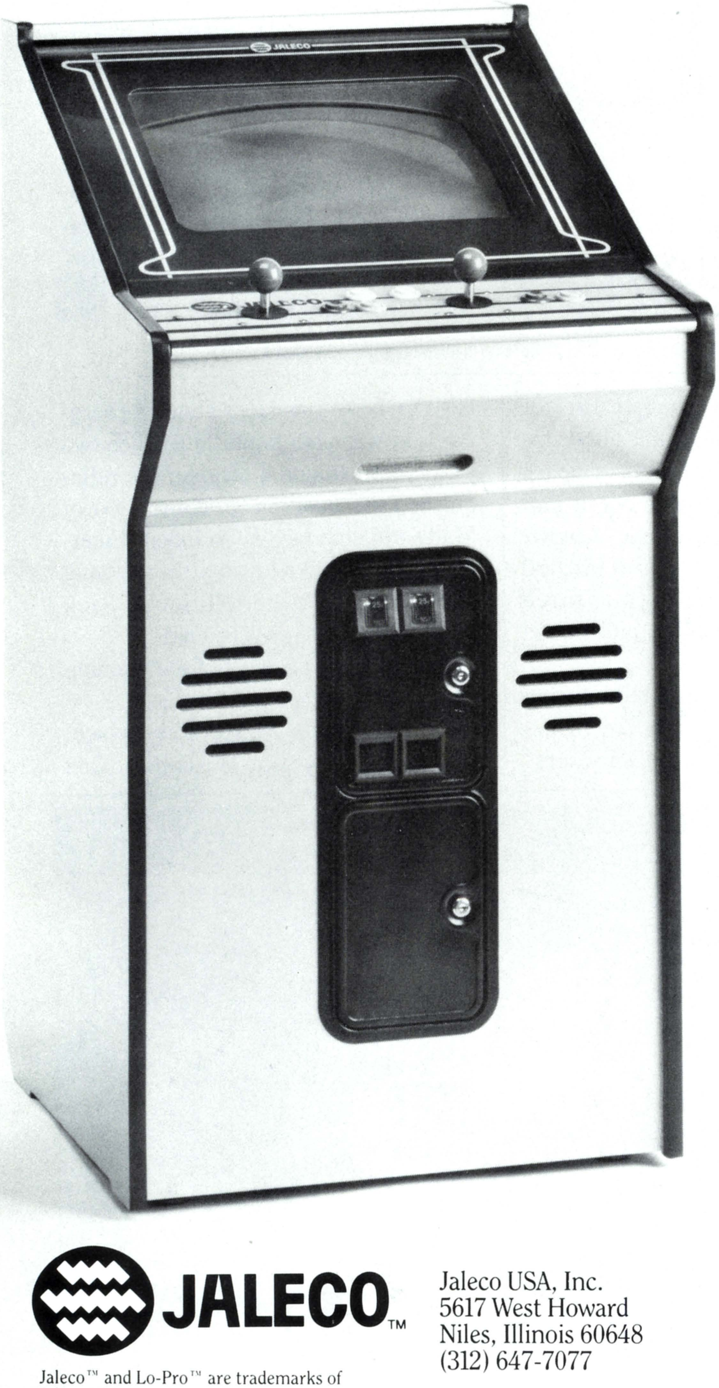
What's small in height, but big on features?

Introducing the Lo-Pro™ from Jaleco.™ It stands only four feet tall, but it's packed with fantastic features for you and your players.

Players will be dazzled by the visual impact of the 19″ Wells-Gardner universal monitor. It's quickly converted to either horizontal or vertical play by unscrewing only four easily accessible bolts.

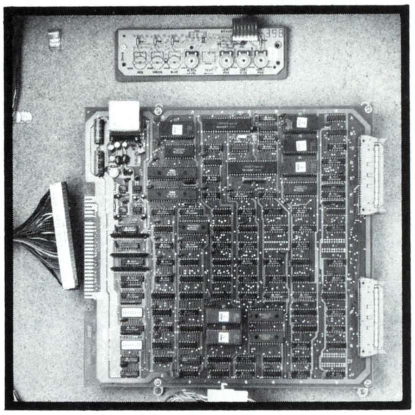
Standard JAMMA cables and connectors make conversion to a new kit simple. A universal control harness fits any 1, 2 or 3 button game that uses 1 or 2 joysticks. Unlike other cabinets, Lo-Pro lets you complete all conversions in front, with no need to remove back panels. Dual speakers offer players stereo sound and excitement.

Custom designed and assembled using screws and hardwood cleats, the Lo-Pro offers years of dependable and durable service. For more information, contact Larry Berke.

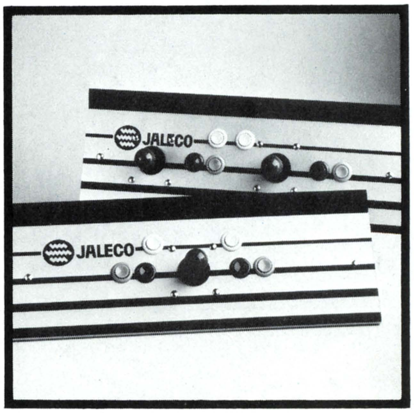


- 19″ Wells-Gardner Universal Monitor.
- Horizontal and vertical overlays.
- Converts quickly by removing 4 bolts.

AVAILABLE WITH 25″ MONITOR!



- Standard JAMMA cable and connectors fit any compatible PCB and universal control panel.
- Monitor adjustment board mounted in drawer for easy accessibility and adjustment.



- Two blank panels included for 1 or 2 joystick controls. Joysticks and buttons not included.
- Panels slide in or out by removing 2 bolts.

JALECO™

Jaleco USA, Inc.
5617 West Howard
Niles, Illinois 60648
(312) 647-7077

Jaleco™ and Lo-Pro™ are trademarks of Jaleco USA, Inc. © 1989 Jaleco USA, Inc.

Record turnout for Team Dart IV in Las Vegas

Wisconsin's Cinderella team captured top honors in Women's Division A.

Cinderella, the first place team in Mixed Couples' Division A.

Electronic darters from 22 states and four countries— Canada, France, West Germany, and Japan— converged in Las Vegas on May 3-6 for Team Dart IV, "The International Team Championships of Electronic Darting." The fourth annual event was co-sponsored by the AMOA National Dart Association and manufacturers Merit Industries and Valley Recreation Products.

"This is the largest turnout we've had so far, and the facilities are first-rate," said AMOA-NDA executive director Joe Conway, referring to the 248 teams that packed the Sahara Hotel's Space Center. They competed on Merit *Pub Time Premier Edition* and Valley *Cougar Darts* machines. Prize money of $28,400 was up for grabs among the three divisions— open, women, and mixed couples.

Over 500 people attended the closing night's award banquet, which recognized the tournament's top shooters. AMOA-NDA president Tami Norberg-Paulsen was also honored for her two years of presidential service; she relinquished the position to Tony Urso of Madison Coin Machine on June 1. Entertainment was provided by three young comedians: Mike Guido, Rick Reynolds, and Lizz Winstead.

The following is a list of the winning teams and their sponsors:

Open Division Masters: 1st place: Casino (Bullseye) of Wisconsin; 2nd

Pictured with Casino, the first place team in Open Division Masters, are AMOA-NDA president Tami Norberg-Paulsen (l), Merit president Peter Feuer (c), and Valley president Chuck Milhem (r).

Master's "Top Gun" winner Larry Clark (third from left), who won this new award signifying the shooter with the highest point total.

Action from the Open Division B finals.

A member of Team Japan in the heat of battle.

place: Paradise Club (Amusement Devices) of Wisconsin; 3rd place: Indy Amusements (Indy Amusements) of Indiana.

Open Division A: 1st place: Red Rooster (Dahlco) of Minnesota; 2nd place: Dart Vaders (Darts N' Stuff) of Canada; 3rd place: Outsiders (Stansfield Vending) of Wisconsin.

Open Division B: 1st place: Chubby's (TKT) of Arizona; 2nd place: Ellis Your Out Inn (Kramzar) of Illinois; 3rd place: West Wood (TKT) of Arizona.

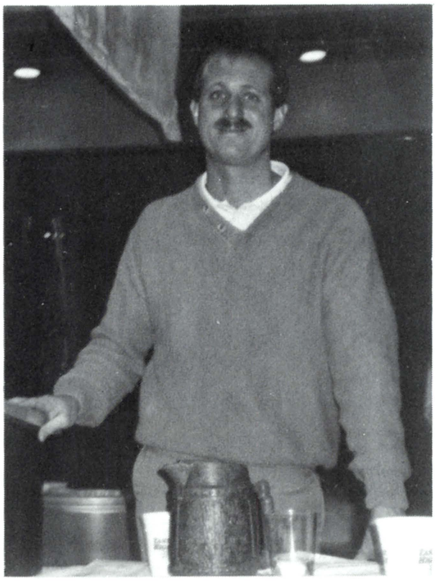
Open Division C: 1st place: Kensington Inn (J&F Enterprises) of Pennsylvania; 2nd place: O'Hara Bro's (Ed's Novelty) of Minnesota; 3rd place: Pine Tap (Variety Enterprises) of Indiana.

Women's Division A: 1st place: Cinderella (Amusement Devices) of Wisconsin; 2nd place: Beach Grove Ladies (Indy Amusements) of Indiana; 3rd place: Friends Bar #2 (Active Coin) of Minnesota.

Women's Division B: 1st place: O.B.'s Marroni (Marroni) of Indiana; 2nd place: Pub East (Dahlco) of Minnesota; 3rd place: Nite Hawk (Top Flite Darts) of California.

Mixed Couples' Division A: 1st place: Cinderella (Amusement Devices) of Wisconsin; 2nd place: Red Rooster-Blake (Dahlco) of Minnesota; 3rd place: Charlie's (C&N Sales) of Minnesota.

Mixed Couples' Division B: 1st place: Cinderella (Amusement Devices) of Wisconsin; 2nd place: E-Z Country (Dynamic Darts) of California; 3rd place: Suzie Q's (Kramzar) of Illinois. □



David Warner of Warner Coin Machine, AMOA-NDA's secretary/treasurer.

The crowd reacts to Arizona team Chubby's winning first prize in Open Division B.

Success in electronic darts requires pinpoint accuracy and intense concentration.

VNEA Championship draws largest crowd in history

Dick Hawkins accepts the Warren Kelley Meritorious Service Award. Past recipients are, (l to r): Chuck Milhem, Gary Benson, Emil Marcet, Bill Nemgar, and Red Jones. Kelley also received the award.

Men's Masters Team winners, Elk Creek #1, Rapid City, S.D.

Over 70 charter holders from 25 states and three countries joined nearly 2,000 competitors in Las Vegas May 27 through June 4 for the Ninth Annual VNEA 8-Ball Championship, held at the Riviera Resort Hotel.

This was the biggest crowd on record for this event, which has grown in stature over the years. From an original 30 members, the Valley National Eight-Ball Association now has 30,000 internationally-sanctioned players.

Dick Hawkins of D&R Star in Rochester, Minn., one of the founders of the association, was honored at this year's banquet. He received the VNEA Meritorious Service Award, now named for the late Warren Kelley, a former winner of the award, who contributed greatly to the association's progress. The entire championship was dedicated to Kelley, who is fondly remembered by all VNEA members.

Game play in singles and team categories continued all week long. Sixty-five Valley *Cougar ZD4* tables were used in competition; 20 were set up in a practice room. Emotions ran high as competition came down to the finals and a distribution of $70,000 in cash and prizes.

On the sidelines during team finals, there were calls of "''Sweet stroke!,'' ''Seven, sneak in darlin','' ''Keep it smokin','' and ''Take it home, Buddy!'' Team shirts bore names such as Monte's Sports Bar and Grill, Claude and Annie's Food and Spirits, The Sandbar, and 8-Ball Express Shooting Stars. Lots of hand-slapping, high-fives, and cheers of encouragement came from fellow team members.

Other activities included pool demonstrations by Jerry Braisuth, who gladly offered his suggestions on game strategy. In addition, a two-day Master of Certified Instructor program was conducted. This marked the second year of the program, one requested by the players. Anthony Falsignio of Collier County Games in Naples, Fla., encouraged charter holders to take advantage of this program, one of the ways the VNEA strives to assist charter holders in expanding their league programs.

The grand finale was the banquet and awards ceremony that filled the huge Riviera convention ballroom to capacity. Winners and their sponsors were:

Women's Masters Singles — 1) Chris Glass, Dahlco Music & Vending, St. Paul, Minn., 2) Colleen Bromagem, Leisure Machines, Salem, Ore., 3) Becky Stately, American Amusement Arcades , Minneapolis, and 4) Jan Maglio, Modern Specialty, Madison, Wis.

Men's Masters Singles — 1) Bart

Women's Masters Team winners, After the Goldrush, St. Paul, Minn.

Men's Open Team winners, Jan's II, Flint, Mich., with Red Jones, "Mr. Pool."

Taylor, Jim Stansfield Vending, La Crosse, Wis., 2) Randy Lamar, Madison Coin, Monona, Wis., 3) Ken Cross, Madison Coin, and 4) Russ Lee, Jim Stansfield Vending.

Women's Open Singles — 1) Lori Beurdorf, C&N Sales, Mankato, Minn., 2) Lori Linderlee, American Amusement Arcades, Minneapolis, 3) Lisa D'Atri, Vendex Enterprises, Livermore, Calif., and 4) Theresa Pruitt, Charlie's R&V, Eugene, Ore.

Men's Open Singles — 1) Jack Dunbar, Derrick Music Co., Charleston, W. Va., 2) Ron Trottier, Town & Country Amusements, Windsor, Ontario, Canada, 3) John Brown, T&M Novelty, St. Cloud, Minn., and 4) Dennis Harr, Freidel Music & Recreation, Mobridge, N.D.

Women's Masters Team — 1) After the Goldrush, Dahlco Music & Vending, St. Paul., Minn., 2) D&R Star Sportsman Bar #1, C&N Sales, Mankato, Minn., 3) 8-Ball Express Shooting Stars, Rushmore Amusements, Rapid City, S.D., and 4) Prime Time Ladies, Leisure Machines, Salem, Ore.

Men's Masters Team — 1) Elk Creek #1, Rushmore Amusements, Rapid City., S.C., 2) University Billiards, American Amusement Arcades, Minneapolis, 3) Art's "A", Collier County Games, Naples, Fla., and 4) Gimme A Break, Leisure Machines, Salem, Ore.

Women's Open Team — 1) Westside Tavern, Capitol Amusement & Vending, Olympia, Wash., 2) Harry's 63 #13, D&R Star, Rochester, Minn., 3) Monte's Players, American Amusement Arcades, Minneapolis, and 4) The Buckeye Inn, Modern Specialty, Madison, Wis.

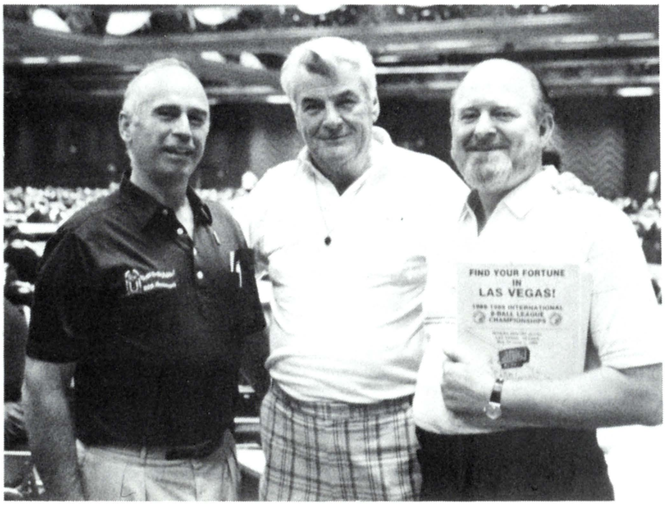
Men's Open Team — 1) Jan's II, All American Automatic, Flint, Mich., 2) Claude & Annie's 21st Street Shooters, Indy Amusements, Indianapolis, 3) Bev & Ed's Exterminators, Charlie's R&V, Eugene, Ore., and 4) Angela's Last Stop, Warner Coin Machine, Erie, Pa.

After the presentations, ventriloquist Jeff Dunham entertained the audience.

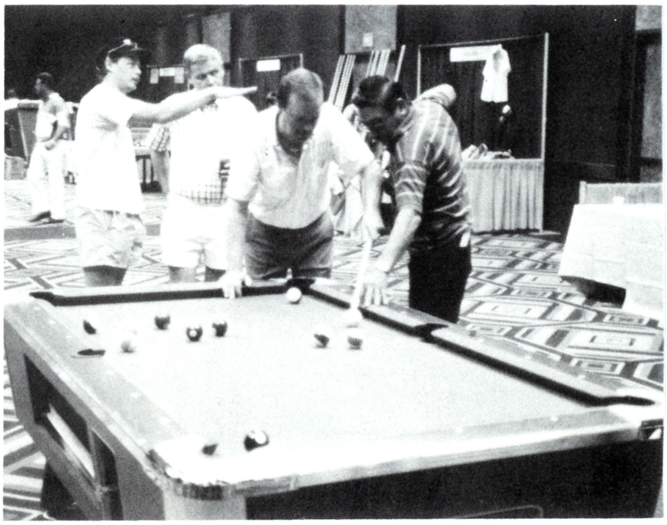
Special thanks go to members of the tournament committee: chairman Gary Benson, High Country Games, Ft. Collins, Colo.; Rick Van Dyke, Aggressive Games, Brigham City, Utah; Fred Saack, D&R Star, Rochester, Minn.; Lewie Hageman, A. Van Brackel & Son, Defiance, Ohio; and Dick Spitzer, Rapid City, S.D. Thanks are also extended to Roger Rasmussen, VNEA president; Gregg Elliott, VNEA executive director; and Chuck Milhem, president of Valley Recreation Products. A special program is planned for the 1990 competition, VNEA's 10th anniversary. □

Women's Open Team winners, Westside Tavern, Olympia, Wash.

Valley's Chuck Milhem (second from right) congratulates singles winners Jack Dunbar, Lori Buerdorf, and Bart Taylor.


FIND YOUR FORTUNE
IN
LAS VEGAS!
1989 1990 INTERNATIONAL
8-BALL LEAGUE
CHAMPIONSHIPS

Clyde Knupp, president of AMOA (l), with charter holder Ed Schultz of Ed's Distributing Co., and Buzz Hart of Lansing, Mich.



Jerry Braisuth gives a demonstration of pool strategy.

From left: Alan Chambers of Chambers Music, John Newberry of Venco, and Bill Bailey of Tataka, by NSM's *Galaxy CD*.

Doug and Nancy Gaptor (l) join Nancy and Gene Urso at an NSM/Loewen gathering for charter holders.

NSM's Russ Strahan with Just Darts' John Parlapiano and his daughter, Myra Parlapiano-Shannon.

Tournament promoters, (l to r): James Griffiths of Valley, Tami Norberg-Paulsen of C&N Sales, Bill Nemgar of Valley, and Roger Rasmussen, president of the VNEA.

INTRODUCING A BRAND NEW EXCITING "STRIPTEASE" POKER GAME

"LUCKY 74" Strip Poker

BY WING CO.

EXCITING

FAST ACTION!

OPTIONS - OPTIONS - OPTIONS

- * Variable operator dip switch settings
- * Stunning graphics with bold colors!
- * Strip two different computerized ladies. . . let your conscience be your guide. . . Double up to DOUBLE YOUR FUN!
- * Everything you ever wanted in a poker and much, much more!
- * Available in upright, countertop or kit form.
- * Give your customers something different.
- * Add life to dead or marginal locations.
- * Sophisticated credit-scoring adult fun game.
- * STRIP FOR ACTION!

★ ★ ★

Ask About Our Latest Video Slot w/Skill Stop

(DISTRIBUTORSHIPS AVAILABLE ON A FIRST-COME BASIS)

To Find Out How To Boost Your Profits & Get In On The Action, Call:

DISTRIBUTCO WORLD WIDE BY:

RAY E. DEQUENNE, SR. DISTRIBUTING

234 Broadway St. • Meyersdale, Pennsylvania 15552

PHONE:

(814) 634-0848

OR FAX US AT:

814-634-5796

For Amusement Only. Not intented for sale or use in states or municipalities where prohibited by law.

Red Jones: a living legend

In the Billiard Congress of America Hall of Fame stands an oil painting of Red Jones with these words above: Billiard Legend. Jones is indeed a living legend in the world of pool — a player of seven decades' experience who has matched his talents with all the great names of yesteryear and today, with five United States presidents thrown in for good measure.

During an interview at the Ninth Annual VNEA 8-Ball Championship, Jones reminisced about his lifetime love affair with the game of pool. Jones, who is affectionately referred to as ''Mr. Pool,'' was supported in his passion for the game by his devoted wife, Carrie, who passed away this March 20 following a long battle with cancer. The couple shared 55 years together.

Carrie was a special person. She traveled to many a pool tournament with Red and quietly watched with a smile when he announced his retirement in 1968. The smiles continued even afterward, when Red opened a new 7,000 square foot pool room when they moved to St. Petersburg, Fla.

She was patient over the many years he regularly worked long days and nights. Jones is charged with energy and enthusiastic about the game of pool and its promotion. Emphasize the word *promotion*.

Going back to the '20s, when he was a lad of 14 or 15, Jones said, ''There was always a billiard club for affluent people. But if you played in a public room, you were frowned upon. In the old days, pool rooms and bowling alleys had a bad image. Some deserved their reputation, while most did not. The game of pool is the same no matter what the location. What makes the difference is the physical environment and the management policies. People had a difficult time separating the game from these other influences.

''Times change and the tastes of generations change. Why, Fortune magazine ran a big spread a few years ago showing executives playing pool for relaxation. No one criticized them.''

MENS
INTERNATIONAL
CHAMPIONS

Gregg Elliott (l), executive director of the VNEA, joins Red Jones, ''Mr. Pool,'' by a plaque listing all the men's pool champions since VNEA started.

> ***''The game of pool is the same no matter what the location. What makes the difference is the physical environment and the management policies.''***

Jones has been ''first'' with many promotional ideas and predicted the future of pool back in the '70s. One of his ''firsts'' was installing carpet in his Montgomery, Ala., location, the Sports Center, in 1939. Jones recalls that he was scoffed at for this move. But his gut feelings were correct as his business improved thereafter. He had three reasons for the carpet: 1) it was costing plenty to clean the floors, 2) better acoustics, and 3) it gave the place a new image.

Doubters were soon eating their words. But before they could digest that move, he gave them another one to think about. To keep ladies from considering a ''night out with the boys playing pool'' as unsavory, Jones invited ladies (only those chaperoned) to play pool free on Tuesday evenings. Suddenly, playing pool with the boys was viewed as good clean fun for everyone.

Jones has known all the greats of pool, from Willie Hoppe and Ralph Greenleaf in the '30s and '40s, to later giants like ''Wimpy'' Luther Lassiter, Willie Mosconi, and Irving Crane, to name only a few. Today's players, the likes of

RAMADA INN AIRPORT

Jones, with wife Carrie at his side, accepts the VNEA's first Meritorious Service Award in 1981.

Steve Mizerak and Nick Varner, regularly visit with Jones, who could well be their grandfather. They speak the same language — the game of pool.

By 1968, Jones had built up seven billiard rooms with 144 tables in Maryland and Virginia. He also headed ABC Billiard Supply in Mt. Ranier, Md. All this while serving in the U.S. Air Force from 1934 to 1968. Wherever he was stationed, Jones was involved with pool. He was headquartered at the Pentagon his last 21 years in the service.

While in the Air Force, he had the pleasure of playing pool at the White House with Franklin D. Roosevelt, Harry S. Truman, Dwight D. Eisenhower, John F. Kennedy, and Lyndon B. Johnson. Alas, none were pool players of the highest caliber.

Jones had great energy then as he does now. After a 12-hour day at the Pentagon, he went home, then visited his pool rooms, and usually closed one of them around 1 a.m. Home by about 2 a.m., he would be ready for an early rise the next day.

Jones retired from the service and sold all his business holdings in 1968, planning to retire in Florida. It was to be one of the world's shortest retirements, for no sooner had he and Carrie moved, he ran into a former serviceman he had helped many years before. As luck (or destiny) would have it, the man owned the nearby Pasadena Shopping Center. A large floral shop with 7,000 square feet of space would soon be exiting their space, and the friend asked Red if he would like to open a pool room.

''It was like something out of a movie,'' said Jones. ''Other merchants in the center objected to a 'pool room' in their midst. But they quickly changed their minds when pool greats Eddie Taylor, Jimmy Caras, and Minnesota Fats came to the center and visited all the shops. The parking lot was full. All the merchants received free radio, TV, and word-of-mouth publicity.'' Soon Jones was considered the center's most valued tenant.

In 1975, Jones wanted to further improve the image of pool and hit on a novel idea. ''I went to five different high schools and picked five young ladies between the ages of 14 and 17 for a special program. I talked with their parents first. All the girls were honor students. Between August and December of that year I taught them 188 trick shots. We traveled around the country, on request, to give pool demonstrations. The girls were dressed in pretty costumes, even a special bicentennial costume in 1976.

> ***''When I was younger, just the pro players had a two-piece cue stick. Now, you're a social outcast if you don't have one.''***

''We never played for money, just for charity organizations, with the motive being to say a good word for the game of pool. We even had a special red, white, and blue table from Gandy in 1976. Our biggest audience was at the Sheraton Hotel in Chicago. The girls played pool before a crowd of 2,500 before the finals of the U.S. Open Championship.''

In 1975, Jones predicted the end of straight pool, claiming that the games of 8-ball and 9-ball would dominate. His prediction has come true. What else has changed? ''When I was younger, just the pro players had a two-piece cue stick. Now, you're a social outcast if you don't have one. The size of pool tables has changed over time. Big tables are becoming less and less saleable where there's other recreational equipment. That's why the 40x80-inch playing surface is the most popular tavern pool table size.''

Jones has collected a lot of memorabilia and received many gifts during his association with pool. He plans to donate all of it to the Billiard Congress of America Hall of Fame. He couldn't sell or give away any items that have been presented to him. He prefers to have them displayed where other pool players can also appreciate them.

One thing is certain: this living legend, at age 79, has no plans of slowing the pace of his activities. He's as intensely interested in the players at this VNEA Championship as he has been in all the famous players he's known during his career. He's a walking history of the game of pool and it's most ardent admirer. Justifiably, he was the first recipient of VNEA's Meritorious Service Award. ☐

Arachnid holds BullShooter finals over Memorial Day

The Rosemont/O'Hare Exposition Center, located on the outskirts of Chicago, served as the site for Arachnid's $125,000 Bullshooter IV World Challenge of Champions Dart Finals on May 26-29. This cavernous facility served as the backdrop for the finals, which offered $35,000 in prize money. Also, for the first year, Arachnid gave away rings to the two tournament "MVPs."

The eight-event tournament was the culmination of the Bullshooter IV tour, which consisted of 15 U.S. regional tournaments and several regionals in such countries as Canada, France, West Germany, Austria, Japan, and Australia. Entrants either qualified during the regional tour or through local English Mark Darts leagues.

They competed on the *Super 6 Plus II* electronic machines. In fact, it took longer to complete the earlier rounds than tournament officials expected, due to the flood of entrants at this year's World Challenge of Champions.

Diane Queysen of Pensacola, Fla., won the tournament's Most Valuable Ring Award. She captured the honors by finishing fourth in Women's Singles, third in Mixed Doubles, and tied for seventh in Women's Doubles.

The Rosemont/O'Hare Exposition Center was packed with entrants from across the globe. Two huge monitors kept spectators in the bleachers on top of all the action.

The finals got underway on May 26 with challenge matches among nations. The competition was spirited between then and the tournament's close on Memorial Day evening. Here's how they finished:

Pro Singles: 1st place: James Damore of Buffalo Grove, Ill.; 2nd place: Jim Nolan of Mountain View, Calif.; 3rd place: Lloyd Higgins of Des Moines, Iowa.

Open Singles: 1st place: Rick Horton of Indianapolis, Ind.; 2nd place: Steve Anderson of San Gabriel, Calif.; 3rd place: David Brock of North Tonawanda, N.Y.

Women's Singles: 1st place: Carol Wilke of Hebron, Ill.; 2nd place: Mandy Solomons of England; 3rd place: Karen Zimmerman of Appleton, Wis.

Cricket Singles: 1st place: Joe Futina of New Market, N.H.; 2nd place: Steve Channell of Dayton, Ohio; 3rd place: Rick Horton of Indianapolis, Ind.

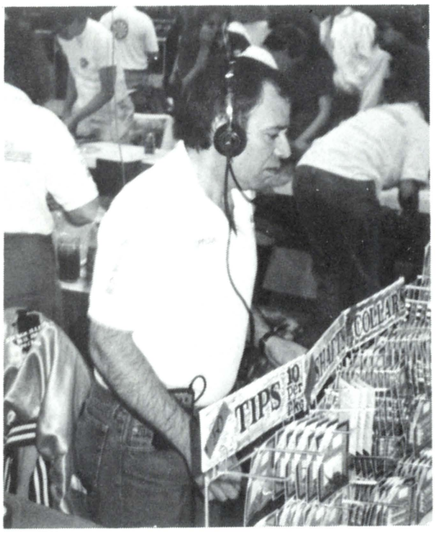
Mixed Cricket: 1st place: Richard Wescott of San Jose, Calif., and Nadine Chapman of Citrus Heights, Calif.; 2nd place: Walter Stewart of North Highlands, Calif., and Deborah Noll of Citrus Heights, Calif.; 3rd place: Carol Payne of Oregon, Ill., and Steve Johnson of Rockford, Ill.

Open Doubles: 1st place: Tony Sab of Omaha, Neb., and Robert Carroll of Bellevue, Neb.; 2nd place: Joe Schmitz and Patrick Faul of Oshkosh, Wis.; 3rd place: Jeff Camic and Michael Condon of Indianapolis, Ind.

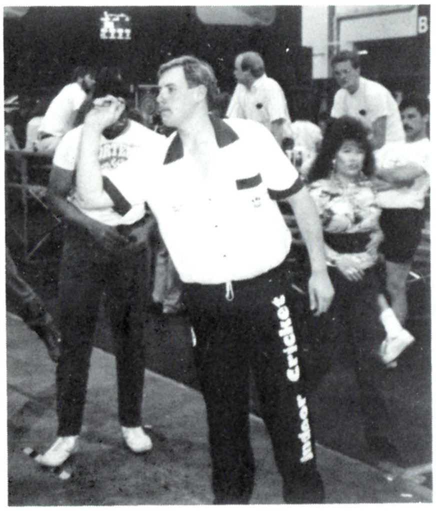
Mixed Doubles: 1st place: Jim Ratliff of Beechgrove, Ind., and Pam Bolander of Indianapolis, Ind.; 2nd place: Steve Chessum and Mandy Solomons of England; 3rd place: Robert Collier and Gadsden, Ala., and Diane Queysen of Pensacola, Fla.

Women's Doubles: 1st place: Natalie Hanson of Red Granite, Wis., and Karen Zimmerman of Appleton, Wis.; 2nd place: Anita Burckhardt of Prairie View, Ill., and Angie Burns of Mundelein, Ill.; 3rd place: Barbara Hall of New Albany, Ind., and Ruth Meridith of Sellersburg, Ind. ☐

Chicago's Sheri Hopkins fires away.



Sales manager Marcio Bonilla stays busy behind the merchandise booth.



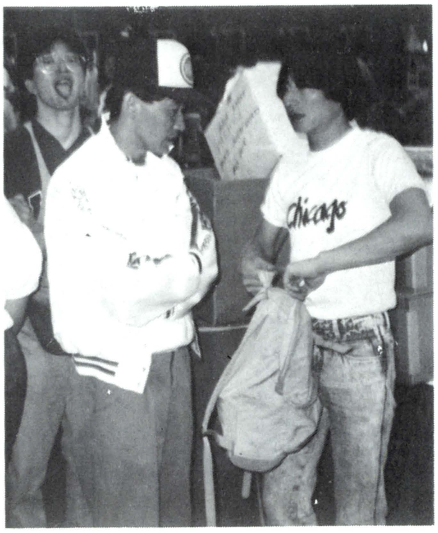
England's Steve Chessum practices before competing in Mixed Doubles, where he finished second with fellow Brit Mandy Solomons.

Tony Sab (l) of Omaha, Neb., and Robert Carroll (r) of Bellevue, Neb., first place finishers in Open Doubles. They're pictured with Arachnid's Dave Schultz.

OFFICIAL
OFFICIAL

Arachnid co-owners Mike Tillery (c) and John Martin (r) with the company's Bill Ward.

Sam Zammuto (l), Arachnid's vice president of marketing, with Arachnid salesman Dean Hinueber.



Members of Team Japan.

Arachnid's Jay Nellis (c) with the first place winners in Mixed Cricket: Richard Wescott of San Jose, Calif., and Nadine Chapman of Citrus Heights, Calif.

Finals of 8-Ball pool held in New York

The Holiday Inn ballroom in Lake Placid, N.Y., was the site for the 13th Annual Northern New York 8-Ball Championships on April 30, with over $5,000 in prize money up for grabs. One-hundred-and-two players qualified for the finals— two from each sponsoring location. They competed on eight new Dynamo pool tables.

A packed house squeezes in for a look at the action.

The tournament directors were Bill LaHart of Upstate Vending Service in Lake Placid, N.Y., Robert Prescott of Valley Vending Service in Plattsburgh, N.Y., and Steve Hardy of A.S. Hardy Co. in Malone, N.Y. They oversaw the tournament, which served as the culmination of eight weekly elimination rounds held all over northern New York and the Canadian provinces of Ontario and Quebec.

In addition to the prize money, the first through fourth place winners received a silver bowl. The top four finishers and their locations were as follows:

1st place: Ronnie Fuller (On The Rocks) of Morrisonville/Valley; 2nd place: Bob Briggs (The Fort) of Fort Covington/A.S Hardy; 3rd place: Donald Cooke (Armond's II) of Keeseville/Valley; 4th place: Bill Tedford (Dry Dock Lounge) of Plattsburgh/Valley. ☐

From left: Chris Brady of Dynamo, Bill LaHart of Upstate Vending Service, Steve Hardy of A.S. Hardy Co., Robert Prescott of Valley Vending Service, and Rick Kirby of New England Coin-Op Distributors.

One of the competitors "cues up" in preparation for his next shot.

Play 1 To 5 Coins
25¢

BALLY ELECTRO-MECHANICAL SLOTS
Money Honeys, Quick Draws, Five-Line Pay, Three Line Pay Continental, Super Continentals, Multipliers, Medalists, Superlines, and others.

ELECTRONIC FREE-PLAY VIDEOS:
Lucky 8 Lines, All Bars, Bingo, Five-Line Criss Cross.

POKER GAMES BRAND NEW AND USED:
Hi-Lo Double-Up, Cal-Omega 903s, Greyhound, Kramer, and others.

HI-LO DOUBLE-UP
JOKER POKER

NEW & ANTIQUE SLOT MACHINES FOR THE HOME & EXPORT MARKETS.

Due to a wide-spread relaxation of laws regarding the sale of slot machines, many states now allow direct sales of new and antique slot machines to private homes. We've got the machines, and are interested in establishing business relations with dealers capable of capitalizing on this market.

BALLY ELECTRO-MECHANICAL BINGOS
Dixielands, Nashvilles, High Flyers, Tahitis, Miss Universe, Galaxys, 20 Hole Bingos, Okay Feature Bingos, Six Card Bingos, and others.

NEW ORLEANS

ELECTRONIC BINGOS:
Golden Bowling, Bowling Turbo, Bowling, President, Miss Super Bonus, Super Continental, Miss Turbo, Miss Super Belgium, Hollywood, Golden Cup, Broadway, Moulin Rouge, Extra-Six Cards, Triple Bonus, Golden Nugget, Daytona, New York, Columbia.

WORLD-WIDE BUYING POWER!

Three generations of experience in the coin-machine industry have shown us the importance of global networking. So, we have established contacts in key markets throughout the world who assist us in buying, operating, and selling new and used machines to meet emerging industry trends. This, in addition to our world-wide manufacturing capabilities, puts us in a unique position to service your coin-machine needs.

BUSINESS OPPORTUNITY

Our rapidly expanding buying power, has made it necessary to expand our sales and operating networks in new and antique coin machines. If you have an established market, we can supply you with large quantities of a wide variety of machines. We'll even split the profits 50-50. This is a once-in-a-lifetime opportunity!

CALL NOW, AND LET US PUT OUR NETWORK TO WORK FOR YOU!

ATLANTIC & PACIFIC AMUSEMENT CORPORATION

CALL AND ASK FOR "MARIO", RUDY OR "APPLES"
1-800-327-6076, or 201-926-0700, FAX: 201-926-3512.
1428 NORTH BROAD ST., HILLSIDE, NEW JERSEY, 07205-1639

For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

Springtime air hockey events

Daria Schudez enjoys an air hockey match at the OCMA show.

A dedicated Mark Robbins during an air hockey exhibition at the Points Plus arcade.

Air hockey tournaments and promotions have been cropping up all over the country as the sport continues to prove itself compelling for both men and women, adults and children.

At the Florida Amusement and Vending Association (FAVA) convention and trade show in late April, an air hockey tournament drew a large crowd. In the adult division, Bill Karron won first place and Owen Salloway took second. In the children's division, Scott Dorrington captured first place and Steven Soto took second.

On April 23, an air hockey exhibition was held at Points Plus arcade in Lake Worth, Fla. Teens who may soon outgrow video crowded around for a look at some championship-style play and strategy.

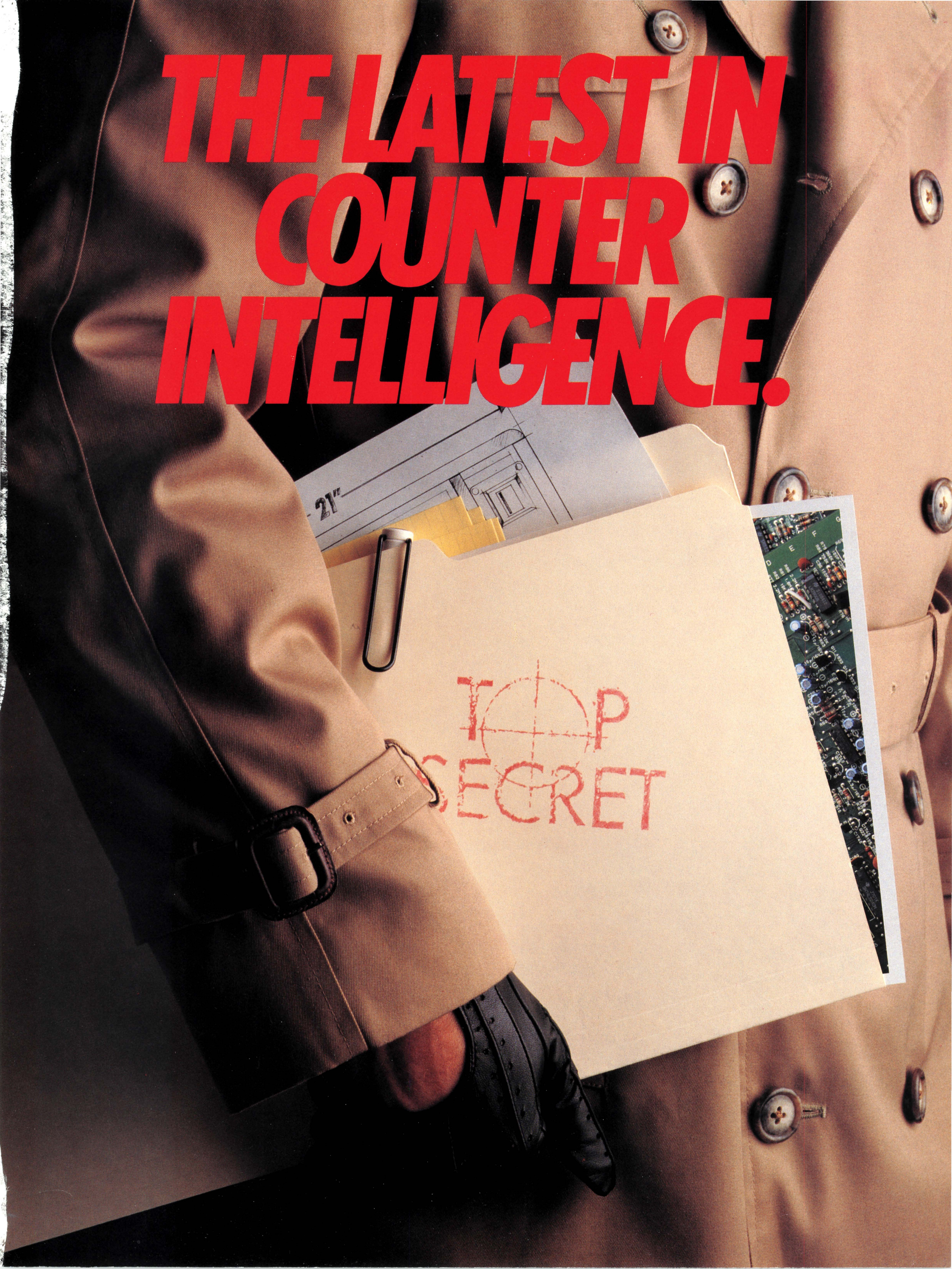
Another air hockey tournament was conducted at the Ohio Coin Machine Association (OCMA) convention and trade show in early May. In the adult division, Rodney Woods won first; Dennis Clemons placed second. In the children's division, Eric Grindley won first and Sara Grindley won second.

For more information on air hockey tournaments and promotions, call Mark Robbins at Dynamo Corp., (800) 527-6054 or (817) 589-7699. □

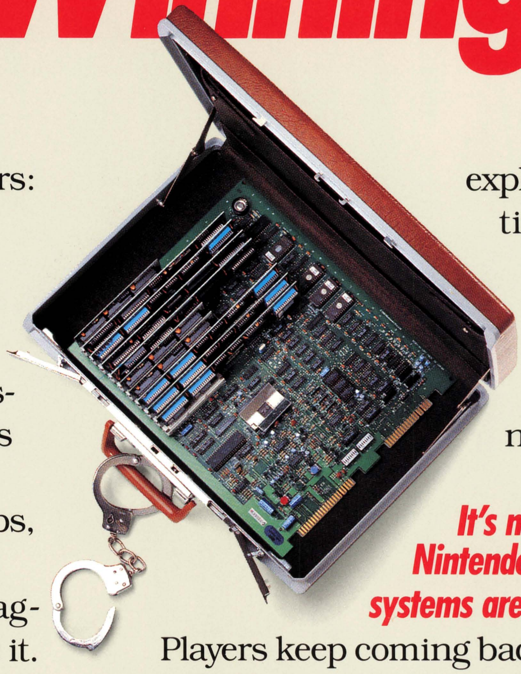
Mark Robbins (l) and FAVA tournament winners Owen Salloway (c) and Bill Karron.

Mark Robbins (c) congratulates Rodney Woods (l) and Dennis Clemons at the OCMA show.

FAVA member John Pierce tries his hand at air hockey.

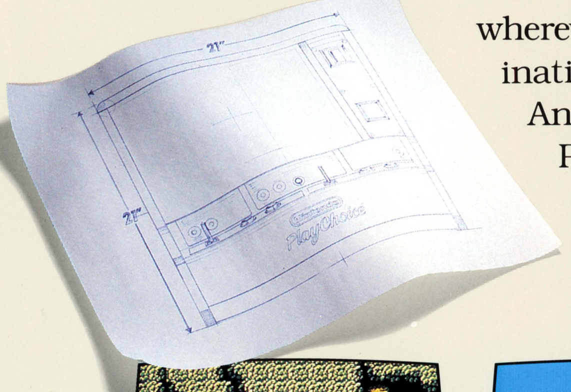

THE LATEST IN COUNTER INTELLIGENCE.
21"
TOP SECRET

Nintendo's Play is Winning the



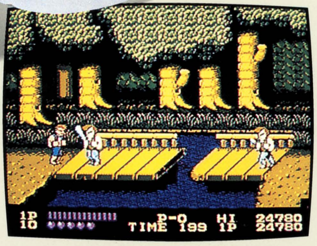
Attention all distributors and operators: Latest intelligence from the game front shows that Nintendo's PlayChoice CounterTop System is the new leader in space technology.

This condensed version of the successful upright PlayChoice unit is filling voids where coin-operated video games of this quality have never ventured—counter tops, bars, tables and wherever your imagination can take it. And with the PlayChoice CounterTop you can explore those potentially profitable *black holes* in establishments where games have never been played.

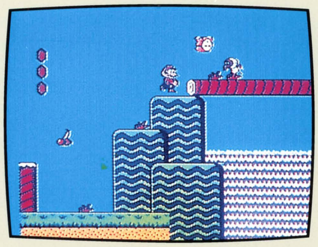


It's no secret that Nintendo's PlayChoice systems are big money makers.

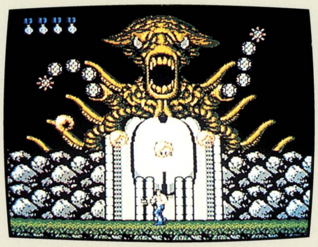
Players keep coming back to PlayChoice. That's because they get to pick from five to ten of the hottest titles around. What's more, PlayChoice gives them outstanding game graphics and space-age controllers.



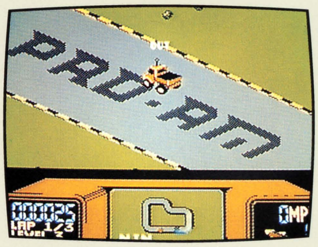
Double Dragon[1]



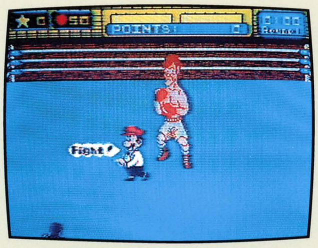
Super Mario Bros.2™



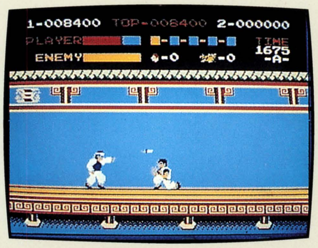
Contra[2]



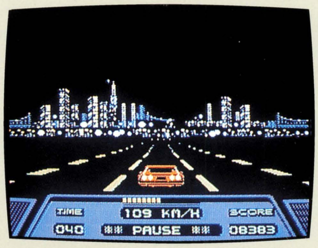
R.C. Pro-Am™[3]



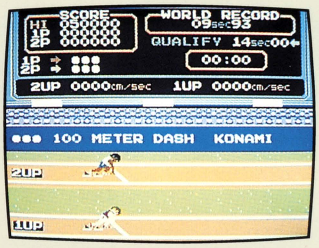
Mike Tyson's Punch-Out!!®



Kung Fu[5]



Rad Racer™[6]



Track & Field™[7]

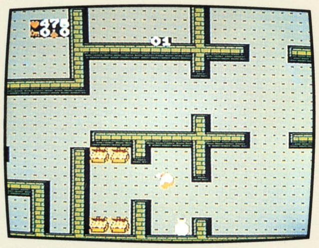
---

*[1] ™Tradewest, Inc., ©1988 Technos Japan Corp., [2] ™&© 1988 Konami Industry Co., Ltd. [3] ®1987 Rare, Ltd., [4] ®&© 1985 Atari Games Corp. [5] © 1984 Irem Corp., [6] © 1987 Square Co., Ltd., [7] ™&© 1987 Konami Industry Co., Ltd.

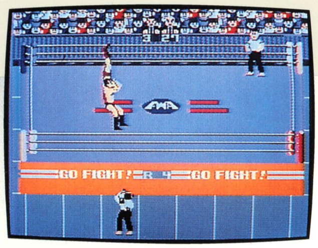
Choice™ CounterTop Battle for Space.

Distributors and operators with full-size PlayChoice systems already know how easy it is to change and upgrade game software. Here's better news: PlayChoice software is interchangeable between CounterTop, Upright and Converted units. Now you have more choices than ever!

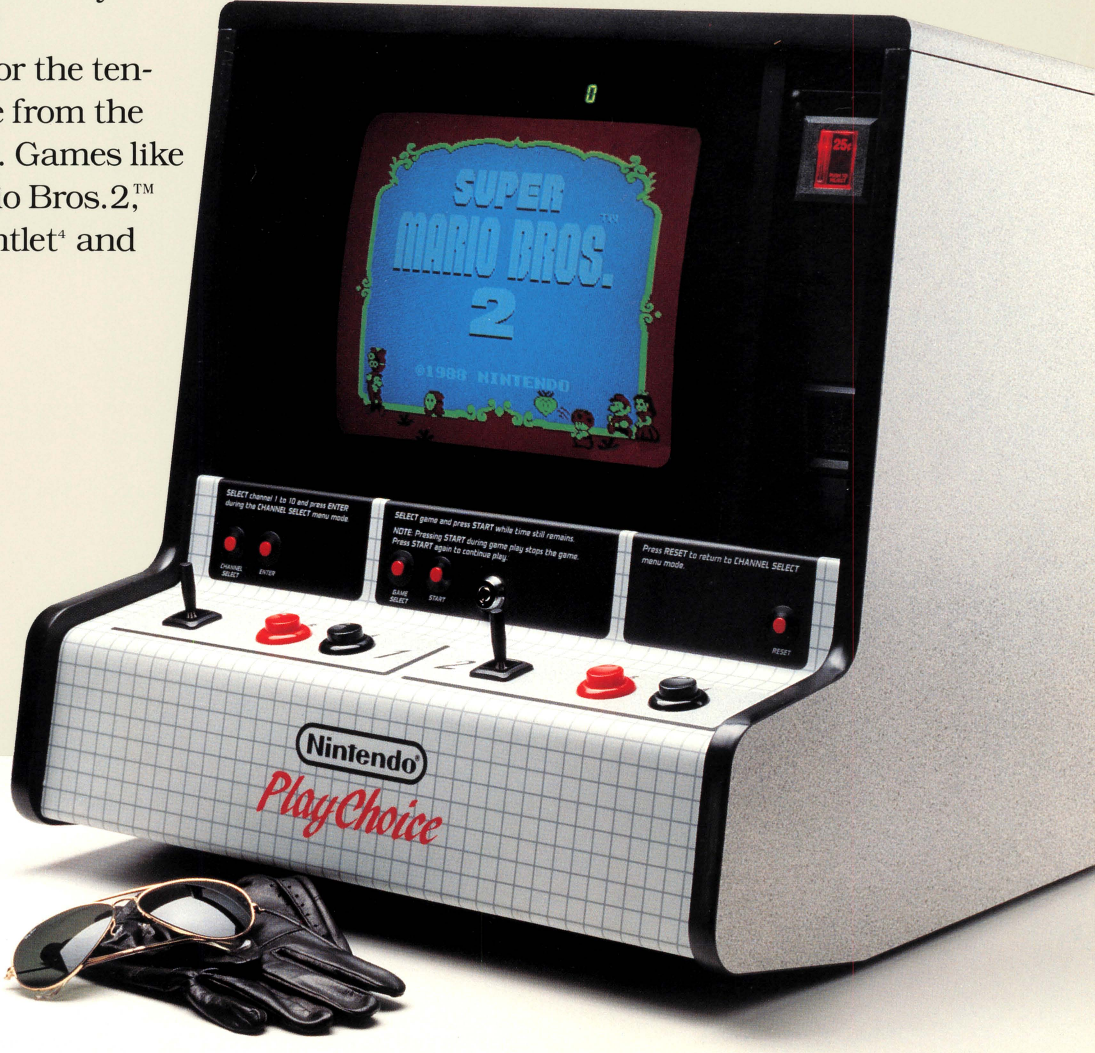
With either the five-game or the ten-game option, you can choose from the hottest titles in the business. Games like *Double Dragon[1], Super Mario Bros.2,™ Contra[2], R.C. Pro-Am,™[3] Gauntlet[4] and Mike Tyson's Punch-Out!!® With more than 25 games in the PlayChoice library, you can design your unit to fit the location, keep the action fresh and watch the money roll in.



Gauntlet [4]

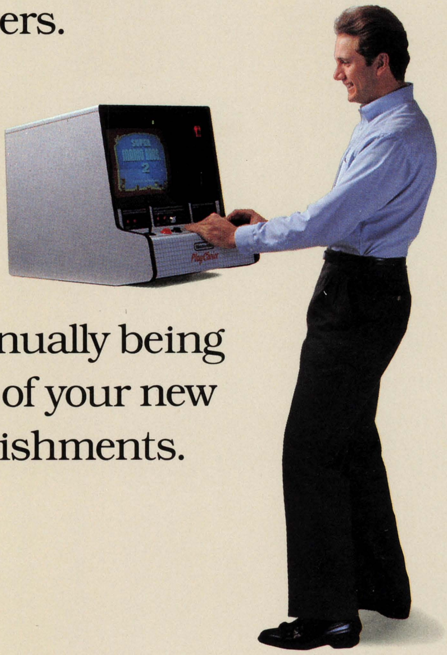

GO FIGHT!
R 4
GO FIGHT!

Pro Wrestling


SUPER MARIO BROS. 2
©1988 NINTENDO
25¢
SELECT channel 1 to 10 and press ENTER during the CHANNEL SELECT menu mode.
CHANNEL SELECT
ENTER
SELECT game and press START while time still remains.
NOTE: Pressing START during game play stops the game. Press START again to continue play.
GAME SELECT
START
Press RESET to return to CHANNEL SELECT menu mode.
RESET
1
2
Nintendo®
PlayChoice

A little more choice means a lot more profit.

- PlayChoice™ CounterTop opens a whole new dimension in space. You can cash-in on new territory.
- Give players the choice they want. PlayChoice CounterTop comes with 5 to 10 game options.
- Choose from the top titles in the business. PlayChoice gives you the winners.
- Mix and match. Move titles between your Uprights, Conversions and CounterTop units. It's easy. And it's smart.
- At Nintendo, software is continually being developed to accommodate all of your new PlayChoice CounterTop establishments.



Nintendo®

The Systems Company

© 1988 Nintendo of America Inc.
™ and ® are trademarks of Nintendo of America Inc.
Printed in U.S.A.

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98052
1-800/633-3236

WAMO hosts dart tournament

Over 2,700 entrants competed for more than $43,000 in cash prizes and trophies at the Wisconsin Amusement and Music Operators (WAMO) Fifth Annual Dart Tournament held April 7-9 at the Olympia Resort and Convention Center in Oconomowoc.

Players competed in both men's and women's divisions in four-player team competition, open doubles, Cricket singles, luck of the draw singles and doubles, and a mixed couples Cricket event.

A total of 130 electronic dart machines were used for the event, provided by Pioneer Sales and Service of Menomonee Falls. Pioneer's Joel Kleiman coordinated the effort with the cooperation of Arachnid Inc., Merit Industries, and Valley Recreation Products. An additional 19 games were required to complete the busy tournament schedule.

First place winners in a number of the major divisions were: Open Team Masters- the Cinderella team, Fox Valley; Open Team AA — the Lounge Around team, Green Bay; Open Team A — the Melody's Inn team, Sheboygan County; Women's Team A — the Cinderella team, Fox Valley; Open Masters Doubles — Kelly Schumann and Lee Tritt, Oshkosh; Open AA Doubles — Doug Schuster and Dean Hjelden, Fon Du Lac; Open A Doubles — Tory Gould and Dave Oakley, Janesville; and Women's A Doubles — Natalie Hanson and Karen Zimmerman, Fox Valley.

Special thanks are extended to the WAMO dart committee for another successful event. Members include Mike Bohrer of Hastings Distributing, John Speers of Winnebago Coin, Ralph Fleege of Mitchell Novelty, Eric Jacobson of Amusement Devices, Tony Urso of Madison Coin Machine, and Dale Saunders of Triple S Promotions. ☐

Dart shooters gather for competition at the Fifth Annual WAMO Dart Tournament.

Operators and WAMO board members Roger Westmont (l) of Modern Specialty and Eric Jacobson of Amusement Devices helped out at the tournament.

Pop-A-Shot stages championship in Dallas

The second annual Pop-A-Shot World Championship was held May 5-6 at the West End Market and Dallas Alley. The 10-event tournament, which was co-sponsored by Original New York Seltzer and Carron Nets, drew over 180 players from 40 states and Canada. They used the smaller seven-inch basketballs in competing for the $20,000 in prize money.

Gary Kerr of London, Ontario, became the new champion, dethroning Jerry Bisbano of Miami, Fla. Kerr, whose high in bracket play was 129 points, set a world record of 153 points in 40 seconds. First place was worth $5,000 in cash to Kerr, who also picked up $500 from other events.

In the women's bracket, Brenda Heywood of London, Ontario, set a record of 98 points in winning the $1,000 top prize. Also of note is the play of 15-year-old Anthony Shahdin of Culver City, Calif., who scored 100 points to lead the 17-and-under division. Shahdin participated in the championship division as well, racking up an amazing 131 points in the qualifying rounds.

Here are the top three finishers in each major division:

Championship Division: 1st place: Gary Kerr of London, Ontario; 2nd place: Bob Meiring of Kokomo, Ind.; 3rd place: Dave Johnson of Las Vegas, Nev.

Women's Division: 1st place: Brenda Heywood of London, Ontario; 2nd place: Maureen Lamb of Miami, Fla.; 3rd place: Wanda Marchand of Los Angeles, Calif.

Mixed Doubles' Division: 1st place: Gary Kerr of London, Ontario, and Jan Williams of Lubbock, Texas; 2nd place: Randy and Brenda Heywood of London, Ontario; 3rd place: Jerry Bisbano and Maureen Lamb of Miami, Fla. □

Gregg Perrie (l), Pop-A-Shot's Canadian director, and company president Ken Cochran (r) with tournament champion Gary Kerr (c).

The basketballs were flying at Pop-A-Shot's action-packed tournament.

Team Germany captures world dart title

The recently-held Third Annual World Electronic Dart Championship, sponsored by Valley Recreation Products and the NSM/Loewen Co. of Bingen, Germany, resulted in Team Germany capturing the title previously held for two years by Team USA. Over 2,500 people attended the world event, the largest ever staged in Europe.

Team USA was represented by Wayne Roewer of Crystal Lake, Ill., Paul Murray of South Bend, Ind., Mary Margaret McGrath of Springfield, Ill., and Stacey Rife of Salmon River, Idaho.

Other teams competing included those from Austria, Japan, Spain, Luxemburg, Holland, Switzerland, and Norway. The opening ceremonies were held in front of a full-house crowd of spectators with an address given by the German Minister for Sports and Recreation. Also present were the Lord Mayor; Ullrich Schultz, managing partner of NSM/Loewen; and Chuck Milhem, president of Valley.

The international teams had ample opportunity to visit castles, take a boat excursion on the Rhine, and visit with other team members, as well as fit in intensive practice sessions.

Following the team championship, events were held in Men's and Women's Singles, Mixed Doubles, and Doubles.

Our Wayne Roewer captured the world title in Men's Singles. Inspired by Roewer, our team members captured second place in Men's Singles, second place in Women's Singles, and second place in Women's Doubles.

After the competition, players and officials joined with NSM's Ulli Kunnecke and Gunther Schmidt, and Milhem and James Griffiths (team manager) of Valley, for dinner at a famous Yugoslavian restaurant.

Said Milhem, "I am proud to have been on tour with Team USA. They carried the flag with tremendous sportsmanship and left behind a high level of friendly visibility among the Germans and other competing teams. ☐

Team USA with Team Japan, back row, (l to r): Stacey Rife, Paul Murray, Terri Murray, Wayne Roewer, Mary McGrath, and Judy Roewer. Middle row, (l to r): Yukari Nishikawa, Hiromi Takahashi, Katsuji Takagi, Saburo Okita, and Ingamar Barker. Front row, (l to r): Issei Watabe, Kenichi Ikeda, and Masumi Kato.

TOP TEN

Copyright 1987 by Billboard Publications, Inc. Compiled by the Billboard Research Department and reprinted with permission.

Hot 100

TITLE	ARTIST Label & Number/Distributing Label
1. Forever Your Girl	Paula Abdul Virgin 7-99230
2. Real Love	Jody Watley MCA 53484
3. Rock On	Michael Damian Cypress 1420/A&M
4. Soldier of Love	Donny Osmond Capitol 44369
5. Patience	Guns N' Roses Capitol 44369
6. Wind Beneath My Wings	Bette Midler Atlantic 7-88972
7. I'll Be Loving You	New Kids On The Block Columbia 38-68671
8. Every Little Step	Bobby Brown MCA 53618
9. I'll Be There For You	Bon Jovi Mercury 872 564-7/Polygram
10. Close My Eyes Forever	Lita Ford with Ozzy Osbourne RCA 8899

Country

TITLE	ARTIST Label & Number/Distributing Label
1. After All This Time	Rodney Crowell Columbia 68585/CBS
2. Where Did I Go Wrong	Steve Wariner MCA 53504
3. Better Man	Clint Black RCA 8781-7
4. Love Out Loud	Earl Thomas Conley RCA 8824-7
5. She Don't Love Nobody	The Desert Rose Band MCA/Curb 53616/MCA
6. I Got You	Dwight Yoakam Reprise 7-27567/Warner Bros.
7. If I Had You	Alabama RCA 8817-7
8. I Don't Want To Spoil The Party	Rosanne Cash Columbia 38-68599
9. They Rage On	Dan Seals Capitol 44345
10. The Gospel According To Luke	Skip Ewing MCA 53481

Compact Discs

TITLE	ARTIST Label & Number/Distributing Label
1. The Raw and The Cooked	Fine Young Cannibals I.R.S. D-6273/MCA
2. Full Moon Fever	Tom Petty MCA MCAD 6253
3. Disintegration	The Cure Elektra 60855-2
4. Like A Prayer	Madonna Sire 2-25844/Warner Bros.
5. Repeat Offender	Richard Marx EMI E2-90380
6. Big Daddy	John Cougar Mellencamp Mercury 838-220-2/Polygram
7. Beaches	Soundtrack Atlantic 2-81933
8. Sonic Temple	The Cult Sire 2-25871/Reprise
9. Forever Your Girl	Paula Abdul Virgin 2-90943
10. Loc-Ed After Dark	Tone Loc Delicious Vinyl CCD 3000/Island

Pop/Rock Albums

TITLE	ARTIST Label & Number/Distributing Label
1. Like A Prayer	Madonna Sire 25844/Warner Bros.
2. The Raw and The Cooked	Fine Young Cannibals I.R.S. 6273/MCA
3. G N'R Lies	Guns N' Roses Geffen GHS 24198
4. Beaches	Soundtrack Atlantic 81933
5. Loc-Ed After Dark	Tone-Loc Delicious Vinyl DV 3000/Island
6. Don't Be Cruel	Bobby Brown MCA 42185
7. New Kids On The Block	Hangin' Tough Columbia FC 40985
8. Forever Your Girl	Paula Abdul Virgin 90943
9. Vivid	Living Colour Epic BFE 44099/E.P.A.
10. Sonic Temple	The Cult Sire 25871/Reprise

Fighting the paperwork shuffle

by Larry Yoffy

©1983 Hallmark Cards, Inc. Photography by Rick Lyons

The desks of many supervisors, executives, and business owners lie buried under a welter of paper like a garden hose under a shower of leaves. Is yours one of them?

Those stacks of paper may look impressive, but in reality the stacked desk is a serious time-waster, a distraction that breaks concentration.

''I haven't got time to be a clean-desk person. I'm a doer. Besides, (given enough time) I can lay my hands on anything I need.'' How often have you heard that? This kind of thinking does not contribute to efficiency and better use of time.

The stack is a form of file, a place where information is stored until it's needed. The efficiency of any file is measured by the ease with which you can retrieve information from it. So, as a file, the paper stack fails horribly. Retrieval is based on sheer luck.

Now that we've established that the stacked desk is not good for your or your job, here are some practices that will save you time and increase your efficiency — tips on fighting the paperwork shuffle.

1. **Master the art of ''waste-paper basketry.''** Learn how to throw things away. If you throw paper away, you don't have to file it, shuffle through it, or be distracted by it. But throwing paper away doesn't seem to be easy to do. We hang onto it because we're afraid to throw it away or think that somewhere in the future it will be of value. Or maybe we're just plain pack rats.

2. **Challenge every piece of paper.** For every piece of paper, ask yourself: What need will I have for it? If I save it, where will I file it so I can find it?

If you can't answer these questions, throw it away. Chances are that if you can't attach a specific need to it or don't know where to file it, you won't find it if and when you need it anyway. You'll be surprised how many pieces of paper you can get rid of with this quick test, and you'll have only essential papers left to file or act upon.

> ***"As a file, the paper stack fails horribly. Retrieval is based on sheer luck."***

3. **Become a 31-day wonder.** If the paper is to be acted upon, file it where it will pop-up when you need it. For timely pop-up, use a 31-day file. Some people call it a suspense file, tickler file, or come-out file. By any name, it's simply 31 files numbered to represent the days of the month. Each piece of paper that needs to be acted on is then filed under the appropriate day.

To make the 31-day file work, you first need to create the habit of reviewing the file each day. You need to be determined to review it. Since most of us use the telephone frequently, tape a reminder note to your telephone. After a month or so, you'll find the habit of reviewing your file so ingrained that you'll no longer need a reminder.

There will be many items that have to be acted upon that don't have specific due dates. Establish one for them yourself. File them a couple of days in advance of their due date to give yourself time to procrastinate or to allow for those emergencies that always seem to crop up in every business office. Since these items don't have specific due dates for action, a little procrastination is allowable here. Just don't let it become a habit!

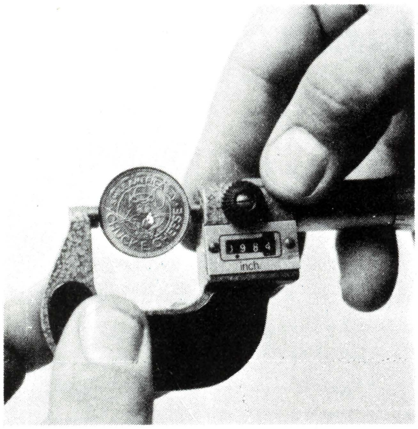
The 31-day file will take a lot of the stack of necessary papers off your desk and will still give you back the items you need when you need them. As you work with the 31-day file, you'll develop other uses that will help save time.

For example, do you keep forgetting monthly chores, such as mailings to customers and/or prospects? Put a note into your file on the appropriate day, say the 15th of the first month. When you pull the file of the 15th, there's your

"Quality is Our Family Tradition"

HOFFMAN & HOFFMAN

TOKENS
800-227-5813
IN CA 800-227-5814



Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

- Immediate same-day shipment on stock tokens
- Quality artwork and design service at no charge
- Hoffman & Hoffman tokens are minted under the most rigid quality control standards.
- We match Old World craftsmanship with advanced technology.
- Hoffman & Hoffman has the best prices and fastest delivery for stock or custom tokens.
- You can buy the best tokens for less. Check our prices and see.

HOFFMAN & HOFFMAN
P.O. Box 896, Carmel, CA 93921

reminder. Refile it in the 15th (or some earlier date) of each succeeding month to follow up on your message sent. You'll never have to worry about doing it on time again.

The 31-day file can even help you level your work load. For instance, if you have a project that will take a considerable amount of time, a glance at the file will give you a general idea of how much you have to do on a particular day and how much time you'll have to work on the project.

4. **File the rest of the paper in the mystery box.** The mystery box is that four- or five-drawer file cabinet that sits in your office. The one that things always seem to go into, but rarely does anything ever come back out. This is a good place to establish a reference file for catalogs, price lists, and the like.

5. **Purge the reference file periodically.** Give unnecessary papers the "deep six" or "file 13 treatment" and throw them away. Keep the reference file as thin as possible. The more that goes in it, the harder it is to get anything out. You could even use your 31-day file to remind you to purge the reference files. Or, as any good executive would, delegate the chore to others, giving them a set of guidelines.

What do you throw away when you purge the reference file? One way to make that decision is to establish throwaway dates, such as files that are over two years old. Whenever you pull a file that has useful information, put a red check mark on it. Go through the reference file periodically and purge any files that don't have red check marks on them.

Clutter expands to fill the space available for its retention. Fight it. Get rid of those stacks of paper. It will save you time and make you more effective.

This article is reprinted with the permission of the Virginia Society of Certified Public Accountants; the photograph is courtesy of Hallmark Cards Inc. ☐

WHAT DOES IT TAKE

for a really big-time operator to operate really big time?

PLAY METER
We can help your business become a big time operation
SUBSCRIBE
504/488-7003

Tax tips for operators

by Jeffrey H. Rosenthal

For the overwhelming majority of us, the Tax Reform Act of 1986 did little more than exchange one set of arbitrary rules for another.

The major topics of interest for amusement/vending operators are depreciation, travel and entertainment, auto expense, 1099s, and tax-free exchanges.

1099 forms

First on my list is the issuance of 1099 forms. Many employers have been paying routemen, collectors, and the like net money and issuing 1099s to these ''employees'' under the heading of nonemployee compensation. This practice is now under scrutiny by the Internal Revenue Service and companies that issue workmen's compensation and state- mandated disability insurance.

It is the position of the IRS that most of these situations are improperly classified. The IRS feels that most of the employers who use ''independent contractors'' are abusing the law. At issue from the government's point of view is that employers/employees each pay 7.51 percent in Social Security (FICA) totaling 15.02 percent. The two percent difference is considerable from the government's point of view.

If you control the work hours, total work conditions, clientele, and other similar factors, they are ''employees'' by definition and you are an employer. Failure to pay to the government social security (FICA) money, also called ''trust fund money,'' is a criminal offense.

> ***''One of the more perplexing issues concerning coin operators on their tax returns is depreciation for tax purposes.''***

For an independent contractor to be truly independent, the government is looking for these people to be holding themselves out as a true business. Things like an ad and/or a listing in the business phone book, and separate books and records show that these contractors work independently for more than one master. Independent contractors usually set their own work hours and work conditions.

Otherwise, the same general conditions apply if you pay a non-corporation more than $600 in a calendar year; you must issue a 1099 form.

The mere mention of 1099s is distasteful. It's a subject I have frequently written about since 1985 and lectured on for AOE/ACME conventions since 1986. A hot subject for the IRS is the issuance of 1099s to stops (again, those non-corporate accounts that you pay more than $600 per year). In most cases the position of the IRS is correct. Failure to issue a 1099 can cost you $25 per 1099 for federal, an additional $25 for most states, and $25 if you were required to send the data to the IRS by computer.

Depreciation

One of the more perplexing issues concerning coin operators on their tax returns is depreciation for tax purposes. This is certainly not to be confused with real route depreciation, which is significantly faster than that allowed by the government.

What can be depreciated? IRS publication 334 (Tax Guide for Small Businesses) states: ''Depreciable property is property for which a depreciation or section 179 deduction (expensing rather than depreciating) is allowed.'' Many different kinds of property can be depreciated. Examples are office machinery, test equipment, hand trucks, coin counting equipment, route vehicles, etc.

Publication 334 goes on to state: "Property is depreciable if it meets these requirements:

1) It must be used in business or held for the production of income. 2) It must have a determinable life, and that life must be longer than one year. 3) It must be something that wears out, decays, gets used up, becomes obsolete, or loses value from natural causes.

In general, if property does not meet all three of these conditions, it is not depreciable.

All property placed into service after 1981 was termed "recovery property." And from 1981 through 1987 this property was subject to depreciation under the Accelerated Cost Recovery System termed "ACRS." All or most property acquired after 1987 was subject to depreciation under the Modified Accelerated Cost Recovery System termed "MACRS."

IRS code section 38 property includes property which is used in trade or business with a useful life of three years or more. This is important to know when considering a section 179 deduction.

What is a section 179 deduction? Good old IRS publication 334 states: "You may elect to treat the cost of certain qualifying property as an expense rather than as a capital expenditure. You must decide for each item of qualifying property whether to deduct, subject to the yearly limit, or capitalize and depreciate the property's cost. If you make the election for a deduction, a limited amount of the cost of the qualifying property you purchase for use in your trade is deductible in the first year you place the property in service. Qualifying property is section 38 property."

By now most of these code sections must be confusing to you, but it gets worse. Before we get into the specifics, two other points listed in IRS publication 334 are noteworthy:

1. **Equipment used to build capital improvements.** "You may not deduct depreciation on equipment that you are using to build your own capital improvements. The depreciation on this equipment during the period of construction must be added to the basis (cost) of improvements. This is subject to the uniform rules of capitalization."

2. **Repairs and replacements.** "You may deduct the cost of repairs and replacements that do not increase the value of the property, make it more useful, or lengthen its life. However, if a repair or replacement increases the value of the property, makes it more useful, or lengthens its life, you must capitalize and depreciate these costs. You cannot deduct these costs."

Some property, such as candy vendors, pool tables, soda machines, office equipment (but not office furniture), computers and peripheral equipment, or any automobile and light duty general purpose truck, clearly falls into the five-year category. For autos, trucks, and computers there are limits to maximum depreciation allowable each year (this is called "listed property"). Office furniture falls into the seven-year category.

> ***"In the case of a new dedicated game, the software will be obsolete long before the cabinet and other essential components."***

The problem is video amusements and conversion software. In the case of a new dedicated game, the software will be obsolete long before the cabinet and other essential components (coin door, monitor, etc.). Since this specific property clearly will not fall into the five-year category, it must fall into the only lower category of three years.

Now you can purchase cabinets and software separately. In this case I would depreciate the cabinet in the five-year category and the software separately. One of the more provocative issues here is what to do with the software. Most income (equipment) polls done by Play Meter and other industry trades don't indicate a life of more than one year, and

Plush·4·Play makes cents.

At Plush·4·Play we offer you more for your buck. Our Super Plush Bucket (5.5-8.5 inches) and our Jumbo Plush Bucket (6.5-9.5 inches) are of high quality at a *bearable* price. We offer an array of trendy assortments, whether it be plush, novelty or a mix, for all different types of locations. Give us a call and *kick-up* your profits.

1·800·25·CENTS
714·893·8099 (Calif.)

PLUSH 4 PLAY

ARCADE SCHOOL

comes to:

Las Vegas, NV. Sept. 4th thru 8th
Orlando, FL. Sept. 25th thru 29th
Chicago, IL. Nov. 6th thru 10th
Plan now to attend the industry's foremost technical training school.
For information and reservations, call: **(619) 697-4035**

Randy Fromm's Arcade Schools
7960 Culowee Street • La Mesa, CA 92041

we confirmed this on our routes. I will take the position that this property does not have a useful life of more than one year and therefore by definition cannot be depreciated. In this case, I will amortize (similar to depreciation) the software over 12 months.

In the case where you had a dedicated piece and put a conversion into it can also be debated. The point to make here is that the law clearly states that the life of the property must be determinable. Here I would depreciate the original dedicated piece over three years and amortize the new software separately.

Clearly, not all coin operators will have confusion in this area. Only operators with videos and pins are faced with confusion. And there is one other option: the Income Forecasting Method, which uses the depreciation as a part of cost of goods sold. This method is not common, requires a great deal of documentation, and is difficult to explain to the young and inexperienced IRS auditors. It clearly is a more reflective method for videos and pins, however. Essentially, each machine becomes its own profit center (business, if you will) and each piece is depreciated on its own.

What is best for you is a subjective question depending on your professional advisor, your record-keeping, and your IRS district. This terribly complex subject cannot be properly explained totally in a few lines. But let the foregoing serve as a basis for further examination between you and your professional advisor.

Entertainment

Meals and entertainment expenses are generally deductible if you can show that the expenses are:

1) Directly related to the active conduct of your trade or business, or 2) Associated with the active conduct of your trade or business. In this case the meal or entertainment must directly precede or follow a substantial business discussion. (A business gift, such as a meal, is deductible to a maximum of $25 per gift and not subject to limitation.)

Thanks to the Tax Reform Act of 1986, these meal and entertainment expenses must be reduced by 20 percent. This is true even for meals incurred while you are traveling away from home (whether eating alone or with others) on business.

If you are an employer reimbursing employees 100 percent for meals and entertaining, you are required to add the 20 percent non-deductible portion on the year-end W-2 form in box 10 (wages, tips, and other compensation). You must report these payments on the W-2 if these payments plus the employee's wage totals $600 or more in a calendar year. You may report these payments on a separate W-2 form. You do not have to withhold income tax (or FICA) from these meal payments.

Travel

The major item of note here is that the standard mileage rate of 1988 is 24 cents per mile for vehicles used in your trade

Plans are heating up for the next American Coin Machine Exposition scheduled for Chicago.

Mark your calendar for March 9-11, 1990, and prepare for a *"hot time in the old town."* It's never too early to look ahead to the industry's major spring event.

For more information, call: 312/333-9292 or FAX: 312/333-4086.

or business. This rate applies to the first 15,000 miles. The rate is 11 cents per mile for all mileage over the first 15,000 and for fully-depreciated business vehicles. The rate for 1989 will be announced in December 1989.

There is also a standard meal allowance. Instead of deducting the actual cost of your meals while you are traveling away from home for business, you can deduct $14 a day, without documentation, if you stay in one general area less than 30 days, or $9 a day if your stay is over 30 days. You must still prove the actual cost of other travel as well as time, place, and business purpose of your travel.

As for travel reimbursement, if you are reimbursed for your meal expenses while you are traveling away from home, you may use the standard meal allowance if:

1) You are reimbursed a separate amount for meals instead of receiving a combined allowance for both meals and lodging. 2) You include any reimbursement in your income. 3) You are not required to prove to the payer the actual amount of your meal expenses. 4) You are not related to the payer.

You are related to the payer if you are related to any owner who owns more than 10 percent of the business. There are other rules on this subject, so consult with a competent professional.

If you use the standard meal allowance, you must use it to figure all your deductions for meal expenses during the year, except for reimbursed meal expenses that do not meet the requirements. Use of the standard meal allowance is optional each year.

Equipment trading (non-taxable exchange)

Operators continue to seek new and innovative methods to continue to rotate equipment inventory while keeping the pressure on cash flow to a minimum. One very effective technique is equipment trading. If you trade similar types of equipment, such as a pinball machine for a video, or a business car for a pickup truck or van, the tax code will treat such a transaction as a tax-free exchange under section 1031 of the IRS code.

If the exchange is not for like kind of property or has you the recipient of cash, this may be a partially tax-free exchange.

Please consult your tax professional on this before attempting it; pitfalls and conditions abound. The items discussed here are merely to provide you with food for thought. The IRS code contains many conditions and rules on all matters. Some of the most famous tax blunders were due to simply not understanding all of the rules and conditions.

[Jeffrey Rosenthal is a private practice accountant, former operator, and correspondent for Play Meter magazine. He can be reached at (718) 232-0342.] ☐

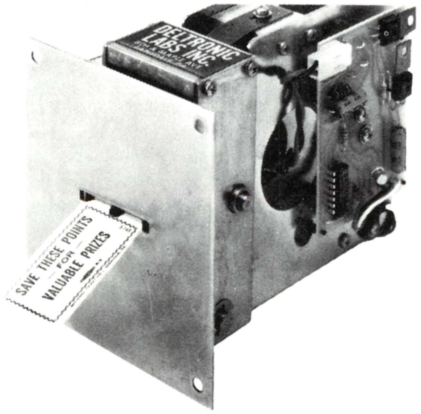
AMOA Expo '89

September 11-13, 1989

Las Vegas Hilton

The Amusement & Music Operators Association
International Exhibition &
Seminar for the Coin-Operated
Amusement, Music & Vending Industry

THE TICKET DISPENSER —WITH EXPERIENCE



DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

DELTRONIC LABS, INC.
Eight & Maple Avenue • Lansdale, PA 19446
215/362-9112 • Telex 317054

Using an S corporation to avoid tax traps

by Irving L. Blackman

Recently, I completed a tax lecture/seminar tour, which gave me a chance to touch, feel, and hear business-owner problems firsthand. The complex tax laws have prevented most business owners from doing effective tax planning.

Unquestionably, the most common tax blunders I ran into were businesses that were tax-paying, regular corporations that should have been S corporations. Put another way, they were in a regular corporation tax trap. The way out of the trap is simple — elect S corporation status. This article explores some of the traps.

One of them is a corporation that has accumulated too much surplus. When your surplus exceeds $250,000, the possibility of the IRS attacking you for unreasonable accumulation of surplus raises its ugly head. The trap: high, nondeductible penalties can result. Electing S corporation status makes the trap disappear for future years.

In general, at higher income levels corporations pay at a higher tax rate than individuals with the same income. Since the stockholders of an S corporation pay tax on the corporate income, it is possible to save as much as six percent as an S corporation. Everyone reading this should see your tax advisor and make the computations to determine if your tax liability will be more or less as an S corporation.

The pay-a-second-tax trap is rarely considered. Suppose you make the computations as outlined in the paragraph above and discover that the tax is less as a regular corporation than as an S corporation. Believe it or not, an S corporation may still be the best choice.

Let's play with some figures. For example, a regular corporation would pay about $22,000 on $100,000 of income, leaving $78,000. An individual would pay about $28,000 on the same $100,000 (assuming it is income from an S corporation), leaving only $72,000. You're $6,000 better off as a regular corporation, right? Well, maybe.

"There have been 10,388 changes in the Internal Revenue Code in the past 12 years."

Suppose you want that $78,000 left behind in the corporation — as a dividend or because you are going to sell the corporation. Sorry, but when you take your money you must pay a second tax of about $22,000. Now the total tax bill as a regular corporation adds up to $44,000 ($22,000 plus $22,000), leaving only $56,000 after taxes. That makes the S corporation a better bet by $16,000 ($72,000 less $56,000).

Are you thinking of selling your business? The sale could trigger the biggest trap of them all. Typically, you will realize a large profit on the sale of equipment and real estate. Also, the money you get from the sale of the goodwill of the business is considered a profit. All of these profits are subject to two taxes — the first at the corporate level and the second when you take the money after the corporation liquidates. A new S corporation can avoid this second-tax trap after a 10-year waiting period.

Not time for a change

Tell the truth: how long would you keep playing a game where the rules kept changing midway through? No, not your rule changes; you aren't allowed to make changes. Only your opponent can change the rules. Well, like it or not, we all play in exactly that kind of game— the federal tax game.

Here's a bit of history. The 1939 Internal Revenue Code ruled the land unchanged for 15 years. Then came the 1954 Code; it too lasted for 15 years until the 1969 Code. Looking back, things were simple then.

In 1976, the tax reign began to rain new tax law. The 1976 Tax Reform Act started the deluge with 1,849 Code subsections changed. In 1978, we were hit with the Revenue Act, and so far in the '80s we've been drenched with eight major tax laws. The latest 1988 storm, called TAMRA (Technical and Miscellaneous Revenue Act), had 1,588 changes. My source (I did not count myself) says there have been 10,388 changes in the past 12 years.

Enough is enough! It's time for Congress to turn off the tax spigot and keep it closed for 10 or 15 years. Let's all write to our own members of Congress and tell them so. Maybe a paper deluge from us will stop theirs.

How to value your business

"What's my business worth?" is a question most of my clients — consulting, as well as regular accounting clients— ask on a regular basis. For tax purposes, the answer is critical. This is especially true when the business must be valued, such as when a gift of stock in the business is made to family members or the owner dies.

Remember, in such cases the business will be valued without the benefit of a real buyer and a real seller to hammer out a real price (value). And the IRS always stands ready to challenge the valuation. But take heart; we know how to do valuations that the IRS will not upset.

Unfortunately, there are no rules of thumb that fit all businesses. Yet a few basic principles should help you get an idea of your business' value. First, some logical background.

What is the purpose of business? To generate income. So the key question is how much will someone invest to earn a given amount of income? For example, assume two $100,000 government (U.S.) bonds are exactly the same, except that one has an interest coupon of 12 percent and the other six percent. Of course, you would pay more for the 12 percent bond; put another way, income is king. Also, when the bond matures, you are going to get $100,000. U.S. bonds are almost a no-risk investment.

> ***"The way out of a regular corporation tax trap is simple — elect S corporation status."***

Okay, now try this on your business. Look at your balance sheet and write down the book value (the total of the equity section or the assets minus the liabilities). Increase (or decrease) the book value for each asset that you could sell for more (or less) than shown on the balance sheet.

For example, if the real estate is worth $400,000 but has been depreciated down to $150,000, you would add $250,000. When you are done, you will have a number (say $1 million) that is called the "adjusted book value." This is really the amount you have invested in your business.

Next, ask how much income would be considered a reasonable rate of return on this investment in your particular business— 10 percent, 18 percent, more or less? If you know your industry percent, use it. If not, the prime rate of interest, plus two percent, plus an additional three to five percent for risk should be used. Say the rate you use is 15 percent. If your adjusted book value is $1 million, then a reasonable rate of return would be $150,000 per year (15 percent times $1 million).

If your business earns exactly $150,000, it's worth about adjusted book

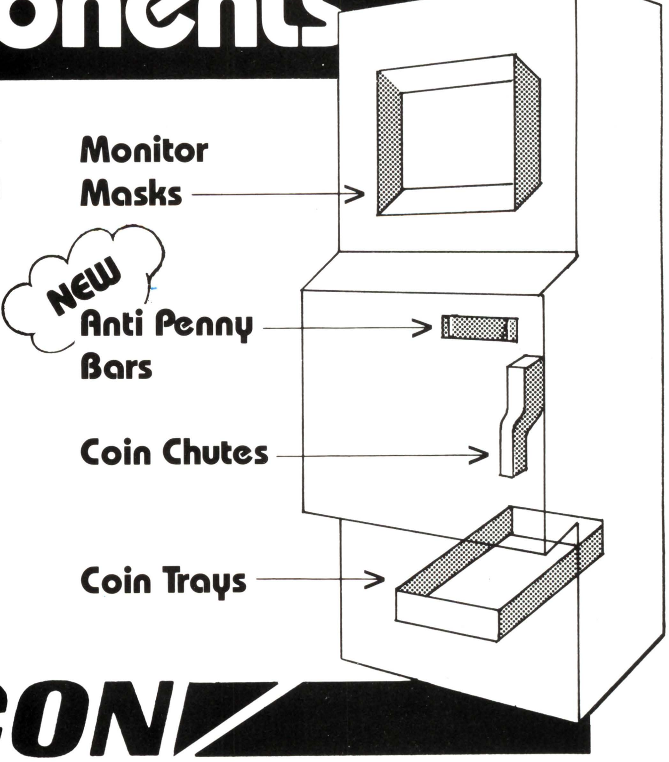
Video Components

Now in Stock

Thermoformed Parts direct from manufacturer

Quick turn around on all orders including... Custom Designed Parts.

Call or Fax us to receive your... "Free Sample Kit."



BO-CON
MANUFACTURING CO.
Point Pleasant • NJ • 08742

201-899-8080

FAX 201-892-3622

value— $1 million. Suppose the business earns $200,000, or $50,000 extra. This excess return is goodwill; what's it worth? Divide your rate of return (15 percent) into 100, and you get 6.67 (call it 7). Multiply the $50,000 by 7 for a $350,000 goodwill value. That makes the business worth about $1,350,000 before discounts.

Discounts are a complex subject. In general, they allow you to reduce the value of your business by 20 to 40 percent (use 30 percent as a rule). For example, a business valued at $1 million as shown above would take a $300,000 discount, making the final value about $700,000.

Tax-free real estate exchanges

Hands down, my favorite tax word is ''tax-free.'' It has special meaning when selling real estate, either commercial or residential. Let's take a look at a typical example.

Joe Owner owns investment real estate (it can be a warehouse, apartment building, or any other investment property) that cost $500,000 in 1979. It has been depreciated down to $300,000 and is worth $1 million. Joe has a buyer, and the $700,000 profit will cost Joe $196,000 ($700,000 x 28 percent) in tax.

> ***"A few basic principles should help you get an idea of your business' value."***

What can Joe do to save the $196,000 in tax? A tax-free exchange is the answer. Joe must identify the new real estate investment within 45 days of the sale of the old property and close on the new property within 180 days. Tax-free exchanges are tricky and require the help of an expert from the beginning of the transaction.

If you intend to stay in real estate, a tax-free exchange is the way to go. Another reason is the ''step-up-in-basis'' rule. Let's continue the example to show you how it works.

Suppose you trade the $1 million property for new property worth $1.5 million, assuming an additional mortgage of $500,000. For tax purposes, you only paid $800,000 for the property ($1.5 million less the $700,000 tax free profit). The years go by and the new property is depreciated down to $300,000, but it's worth $2 million. You die and leave the property to your heirs.

Your heirs take the property with a new $2 million tax basis, just as if they had purchased the property for that amount on the day you died. Who pays tax on the $1.7 million in profit (the difference between its value of $2 million and the $3 million tax basis)? The answer is nobody— not you, not your estate, not your heirs. This raised-basis rule should be part of every taxpayer's lifetime tax plan and real estate plan.

Talk to your professional advisor about how to use these two rules— tax-free exchange and raised basis— to save a bundle in taxes. When used in tandem, they can be the backbone for your personal tax plan. ☐

Billiard Cloth

Mali
&
FORSTMANN®

Available through distributors

All Grades and Colors,

ORDER DEPT:
TOLL FREE – 800-223-6468
NEW YORK – 212-475-4960

The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

PN 95 VENDORS

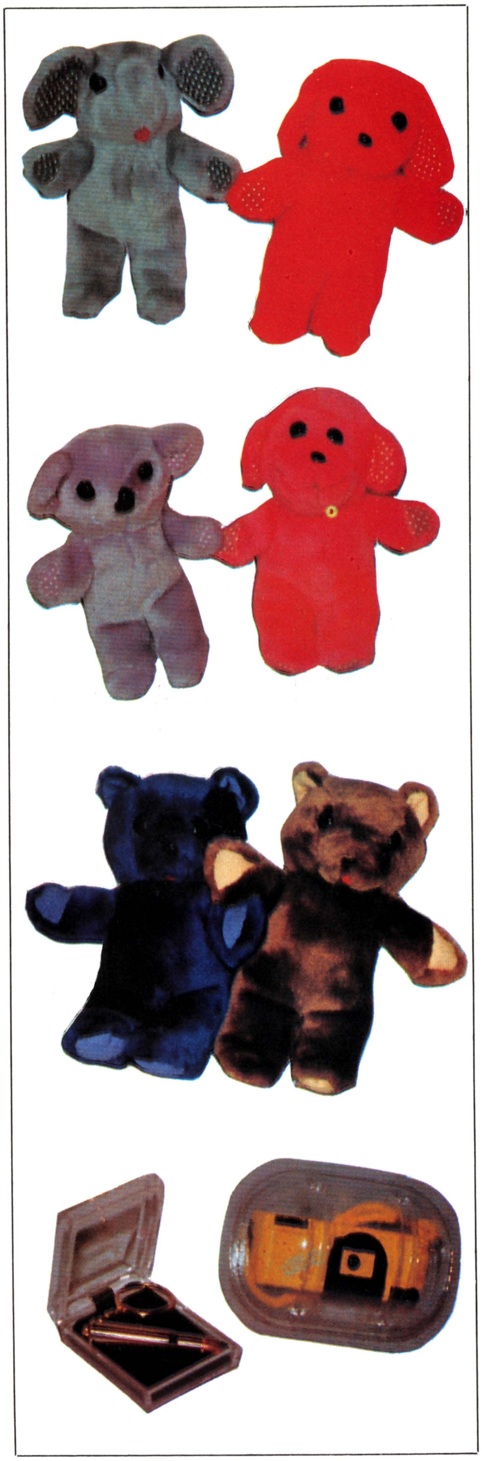
THE BEST
FOR LESS!!

SAMPLE
$25.00

A &A COMPANY
PM 1930 GREENSPRING DRIVE
TIMONIUM, MARYLAND 21093-0277
301-252-1020 OR 1-800-638-6000

Hot color prizes light up the summer season

by Bonnie Theard



Summer is well underway and hot new colors are needed in every crane mix. Those display cases of ours act like mini store windows to the customers walking by. Often, the sounds of the video games and pinballs attract players. Cranes draw the eyes — the most significant of all the five senses. Capitalize on this chance to draw players's eyes with a well-arranged mix of colorful items.

Nancy Sales reports continued success with its **Crayon Bears** in six assorted bright colors. The bears (#31050) have pastel colored inserts on the hands and feet and measure 7.5 inches tall. The company also offers a **Crayon Monkey** (#31051) and **Crayon Dog** (#31052), both in assorted colors.

There's also a **Pastel Assortment** that features an elephant (#31053) and pastel Koala (#30154) in six assorted soft colors, plus a Brown Bear assortment (#31076) in both light brown and dark brown. These plush animals are all 7.5 inches tall.

Nancy Sales has designed these items to provide a good size and value for the operator, with an eye toward keeping the average cost per prize down. This will help offset the investment in larger pieces. For more information, contact Nancy Sales Co., (800) 626-2947 or (617) 884-1700.

Bonita Marie International (BMI) has developed a line of jewelry and novelty merchandise that mixes well with plush in cranes, or stands alone in rotaries or redemption cases. One of BMI's most popular items is the **Bullet Keychain** that comes in its own gift case.

BMI also offers colorful mini 110 cameras that come packaged in the company's clever "peanut capsule," which keeps prizes secure. The capsule has been designed with ridges on the side to make it easy for claws to grab. For more information, contact Bonita Marie International, (800) 272-6375 or (201) 349-1994.

All merchandise suppliers are reminded to keep sending in details on your newest and best-selling items for this column. Listings are free and there is no limit on the number of times your company's product can appear. Call (504) 488-7003 if more information is needed.

First Northeast Regional Convention a big success

by Frank ''The Crank'' Seninsky

The first-ever AMOA Northeast Regional Convention and Trade Show took place May 19-21 at the Imperial Resort Hotel in Swan Lake, N.Y. The total attendance of 280 (plus children) was made up of operators from the New York State Coin Machine Association (NYSCMA), AMOA-NY, AMOA-NJ, operators from Connecticut and Pennsylvania, and manufacturers and distributors working the 43 booths. Over 50 golfers participated in the golf tournament, and 63 prizes worth over $33,000 were donated for the giant raffle, auction, and door prizes.

The concept of a joint association trade show came from a meeting of five people at last year's AMOA show in Chicago. Those five — Bill LaHart of NYSCMA, Ron Koppleman, Howard Herman, and Allen Mizrahi of AMOA-NY, and myself as president of AMOA-NJ — shook hands on a deal that would bring the three associations together. John Milliron, PAMMA's executive director, also sat in on the meeting but could not participate this year, as the Pennsylvania show was already committed.

Since that first meeting, the various trade show committees changed hands with the election of new officers. But Curtiss Matterson, executive director of NYSCMA, and his daughter Susan kept tight reins on all of the committee chairmen. Curtiss had put together the last few NYSCMA shows, and his experience was welcomed.

During the next few months I had the pleasure of working closely with Nat Ury (the newly-elected president of AMOA-NY president), Ralph Ceraldi, Ron Koppleman, Bill LaHart (NYSCMA president), and Don Abrams and Bruce Green of AMOA-NJ. I also made dozens of new friends in the industry.

In the Northeast, our state associations face very similar problems, such as state and city proposals for unfair gross receipts taxes on amusement games. If such a bill is passed in one state, rest assured that the other neighboring states will be fighting similar bills within a few weeks. It makes sense for all the state associations to get together and help each other out. This joint trade show was the first step in that direction.

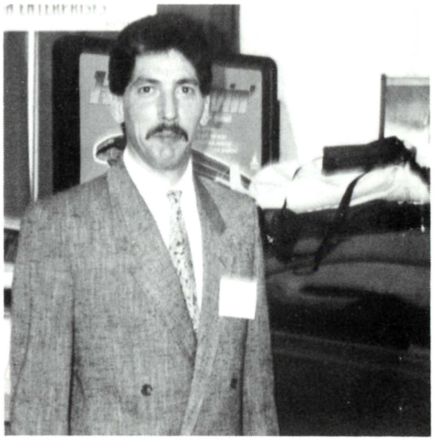
Each association carried on their traditions when it came to the awards banquet. AMOA-NY's ''Man of the Year'' went to Tilford Gross of Madison Amusement, while John Bilotta captured NYSCMA's ''Coinman of the Year.'' AMOA-NJ had a tie for ''Operator of the

AMOA N.Y.
TILFORD GROSS
MADISON AMUSEMENTS, INC
1989
MAN OF THE YEAR
52nd ANNUAL CONVEN

Tilford Gross (second from left) of Madison Amusement receives AMOA-NY's ''Man of the Year'' award. Also pictured, from left, are: AMOA-NY president Robert Herman, AMOA-NY executive director/attorney Ron Koppleman, and Mrs. Gross.

NYSCMA president Bill LaHart (r) presents John Bilotta with the association's "Coinman of the Year" award. Bilotta is celebrating his 60th anniversary in the industry.

Frank Seninsky (c), the president of AMOA-NJ, presents "Operator of the Year" awards to Edward Silverstein (l) of Cue Vending and Jamie Feinberg (r) of Mannie's Cigarette Service.



Betson sales manager Bob Boals stands in the company's booth beside Atari's *Hard Drivin'*.

Year," so both men received the award: Ed Silverstein of Cue Vending and Jamie Feinberg of Mannie's Cigarette Service.

Exhibitor awards went to T.O.P. Distributing for "Most Original Exhibit," Videobox for "Most Attractive Booth," and J.S. Sales for "Best All-Around Booth."

The appropriately-named "Gigantic Raffle" helped raise money for the purpose of fighting unfair game licenses and taxes in New York and New Jersey. With the help of Betson sales manager Bob Boals and Mondial general manager Tony Yula Sr., the raffle committee received overwhelming support from practically all of the manufacturers and distributors. A special thanks also goes to Bob Geschine of Betson for getting the ball rolling with a major donation of an *Action Claw* crane. The "Big Prize Package" was won by Paul Koenig of Kingston, N.Y.; it included a Jaleco cabinet, Williams' *Earthshaker* pinball, Atari's video kit *Tetris*, and Betson's *Lotto Fever*.

We all learned what the "Journal" is to AMOA-NY, as Danny Frank and Ken Radigan put together an impressive regional journal. It lists every member in all three associations, and you can be sure that it will be right on my desk next to the telephone.

Many times I've let it be known that competition is very tough in the New York region; there are over 1,000 operators within a 100 mile radius. This is still an accurate assessment, but now that some of these operators from different states have worked together for the first time and spent a few days of fun together, the future looks brighter.

Instead of looking over your shoulder at your competitor, it is much better to work together for the good of the industry. You may even get to be good friends; after all, you both have so much in common. That's what trade shows and associations are all about. There is now talk that five states want to have next year's Northeast Regional in Atlantic City.

Watch out, Northeast lawmakers. It's not going to be an easy task to tax us out of business! ☐

In the Mondial booth, (l to r): Mondial sales manager Irv Spinac, his wife Edwina, Allan Mizrahi of Scientific Entertainment, and Tony Yula Sr., Mondial general manager.

ROAD
CAPCOM

Arachnid's Dean Hinueber (l) and Capcom's Paul Wiederaenders drive a few laps on Leland's *Super Off-Road*.

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

PLEASE FOLD HERE

PLACE
STAMP
HERE

PLAY·METER
P.O. Box 24970
New Orleans, LA 70184

Readers' fears unearthed

Endangered species

Home systems are killing the small operators. When is something going to be done about this? Imagine the damage to movie theaters if Hollywood released its movies to video stores at the same time it released them to theaters! Something must be done.

Flushing, N.Y.

Attention to detail

Why aren't there more two-player games where two players take turns in playing? This makes it easier for smaller locations to space games.

Also, why don't manufacturers consider the small aspects of games, such as making cashboxes easier to pull out, and providing easier entry to control panels and boards in the back of a cabinet? Not all of us have time to open a machine in one half hour of repairing.

Springfield, Mass.

Bad timing

It's amazing! I just saw *Strider* at ACME '89; now I see it being reviewed for the home. I am sick and tired of companies trying to make all the money they can by selling the games to us, then screwing us by selling home game cartridges. I personally will boycott any future products from a company that sells me out.

Stockton, Calif.

Parallels just won't go away

I take exception to references in the May cover story that parallel PCBs (original boards from Japan) are considered ''shoddy, secondhand pieces of equipment.'' Games first produced in Japan and later licensed to an American subsidiary should be the same — subject to the same testing and safety standards. A technician who repairs a game purchased from an American subsidiary of a Japanese parent company can also repair parallel games from the Japanese company because they are identical.

The Bill Beckham case of 1988 has now given the American operator the choice of buying the same PCB in a kit by an American subsidiary at a cost of $1,295, or the PCB alone by the Japanese parent company at $995 or less from a parallel distributor. Even given the $100 value of kit parts, the parallel PCB represents a substantial $200 savings to the American operator.

It appears that there has been an increase in parallel users with arcade and street centers over the past year. Parallels were legal all along and are gaining wider acceptance.

Buffalo, N.Y.

Quality control lacking

I have recently obtained a new jumbo crane that was missing a washer that kept the claw on track. This was not the only problem. The lock had to be busted to get into the machine, the claw would not open five out of 10 times, and the bill changer stopped working after one week. Plus, the coin switch malfunctioned. What's happened to quality control?

North Bay, Calif.

Token war flares

Pay attention to the big corporations. In a time of inflated prices, when we can't raise our game prices up from 25 cents a play without complaints, we have the *very old* token wars facing us again. The Aladdins Castle chain is going to five and six plays for a dollar. This hurts everyone else who runs on a straight quarter.

On one hand we are trying to gain legislation for a dollar coin so everyone can get a well-deserved raise, and big business cuts into the profits of the little businessman with a new token war.

San Rafael, Calif.

P.S. There's a chain in Hawaii giving three tokens for a dollar. Way to go! It's about time.

HAHA
HAHA
HAHA
HAHA

If this is your token manufacturer's response to your request for complete, on-time fulfillment of the token contract, it's time you called

ROGER WILLIAMS MINT

Fast, low-cost dependable service to accompany our superior quality tokens.

Call Roger Williams Mint today. Because poor service is no laughing matter.

Roger
Williams
Mint™
79 Walton Street, P.O. Box 1038
Attleboro, MA 02703-0890
Toll-Free 1-800-225-2734
In Massachusetts call, (508) 226-3310

SERVICE SCHOOL

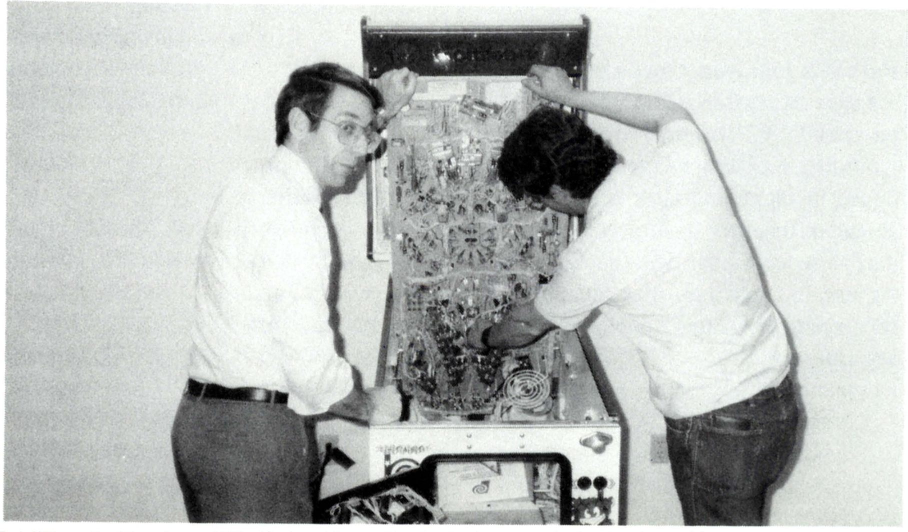
Some close-up tips on Premier's *Hot Shots* pinball.

Sweet/Premier stage service seminar

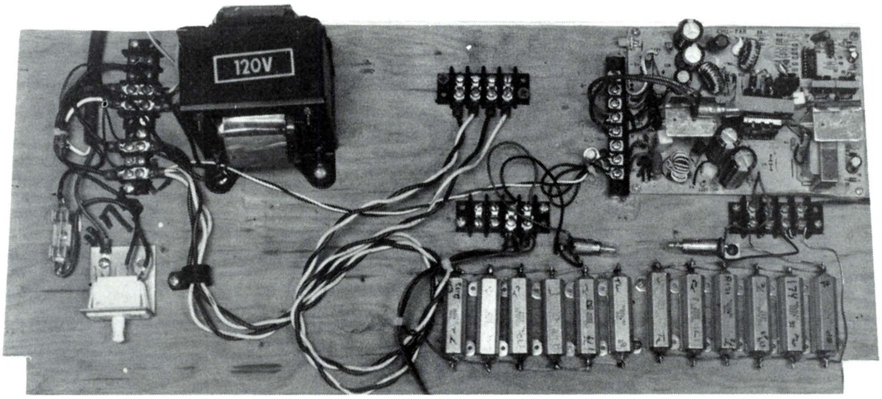
On April 25, Sweet Distributing and Premier Technology held a pinball service school at Sweet's offices in Bloomington, Ill. About 15 to 20 operating companies were represented at the day-long event.

Mike Kistler, the service manager at Sweet Distributing, coordinated the school; it was conducted by Premier design engineer Bob Wilson. A broad range of topics were covered, from basic pinball repair to MPU board, component-level troubleshooting.

''Naturally, the school centered around the technical aspects of the Gottlieb machines,'' Kistler said. ''A school of this quality, however, gives plenty of information applicable to all pinballs.'' Said company president Rich Sweet: ''Service is the backbone of this industry. We feel there is little we can do that is more valuable to our customers than to help enhance their service capabilities.'' □



Bob Wilson (l) of Premier and Mike Kistler of Sweet Distributing look over the inside of a machine.



A power supply test fixture

Testing the power supply

by Randy Fromm

No power supply repair is complete without testing the supply "under load." A power supply might test perfectly well by itself, but flake out when it is connected to a logic board. The logic board acts as a "load," drawing current from the power supply.

Here is a power supply test fixture that will provide a load for testing power supplies (for initial testing and burn-in), an integrated circuit tester, and an isolated AC input for safety. It's a cheap and dirty unit that can be constructed in about an hour.

Building the tester

There are three parts to the power supply test fixture: 120 volts AC distribution, load network, and integrated circuit tester. The test fixture uses an isolation transformer to provide the 120 volt AC input to the power supply under test. This is a critical safety component and must not be eliminated!

The isolation transformer performs the same function for video game monitors as well. It's a safety device that prevents shock hazard and destruction of components. A video game isolation transformer can be used for the test fixture.

The 120 volts AC is first switched and fused, then passed to the primary (input) winding of the isolation transformer. The 120 volt AC output of the transformer is then used to power the supply under test. A neon pilot light is placed across the AC input of the supply to warn the technician that the 120 volts AC is present.

The load network of the test fixture is simply a number of low-resistance, high-wattage resistors wired in a parallel circuit. This version of the test fixture uses six 5 ohm resistors. They are all 50-watt resistors, though 20-watt resistors will work as well. This load draws approximately the same amount of current as a *Double Dragon* printed circuit board: approximately five amps at 5 volts DC.

Keep the layout clean and untangled by using load resistors for the +12 volts DC and the -5 volts DC. These are simply individual, high-wattage resistors with wires and terminal lugs attached. When testing the +12 and -5 volt supplies, the resistors are easily connected to the screw lugs of the power supply under test.

An 8 ohm, 20-watt resistor is good for the -5 volt load; it's available from Radio Shack as an 8 ohm, "non-inductive" resistor. Though the non-inductive design makes this resistor especially useful for testing audio amplifiers, this does not affect its use as a power supply load. A pair of these resistors connected in a series (for a total of 16 ohms) makes a good load for the +12 volt output of the power supply.

The integrated circuit tester is simply a working power supply with a socket installed for the IC. After unsoldering the suspect IC from the bad power supply board, it is tested by installing it in the good supply. A 6 volt lamp (such as a #44 or #47) is connected to the +5 output of the test supply as a general go/no-go indicator.

The following are all equivalent part numbers and may be freely interchanged for one of the most commonly-found integrated circuits: TL494CN, uPC494C, MB3759, IR3MO2, and ECG1729. This IC is used in both low-current and high-current power supplies. Use a low-current supply (7 amp?) as the IC tester. There is no sense in sacrificing a high-current (15 amp) power supply to be used only to test integrated circuits.

Layout

Layout is a simple matter of screwing everything to a board. It can be adjusted to suit personal tastes. Keep the 120 volt AC wiring in a separate area of the board, away from the +5 volt DC load network.

I would like to thank Mark Rizzo of Area Amusements in San Marcos, Calif., for his help in obtaining the materials for and construction of this project. ☐

Switch inputs

by Mark Gavett

The purpose of this article is to advance you into repairing simple and complex video game logic boards. But first, I want to review a little bit of video game background.

Examine the block diagram of a basic video game (Figure 1). You will notice that this game uses two microprocessors, as do most complex board sets to date. The first and main microprocessor is used to control the operation of the entire video game. It also must read information from any sub-microprocessors, in this case a single sub-microprocessor. The purpose of the sub-microprocessor is to free the main microprocessor from trivial tasks such as generating music or continuous sound, reading switches from the control panel, coin door, and service panel, and then passing this information or data onto the main microprocessor data bus when called for.

This can be done several ways. There are two basic methods of dual or multiple microprocessors on the same board. One method is to have the main microprocessor data bus keep polling the sub-microprocessor continually, checking for data to be passed on. This method requires that the main microprocessor be clocked very fast in order to do other tasks in between the routine polling.

The second method is to allow both microprocessors to do tasks freely and have the sub-microprocessor interrupt the main microprocessor as it needs to pass or receive information to or from the main microprocessor. This makes more efficient use of both microprocessors. I might add that both microprocessors function as two completely different computers until software of one tells it to communicate with the other. When they are finished passing data they go on processing as before.

Now that you have the basics of a video game block diagram and the general theory of how two microprocessors work together, we can get started on troubleshooting and learning about how switch inputs work.

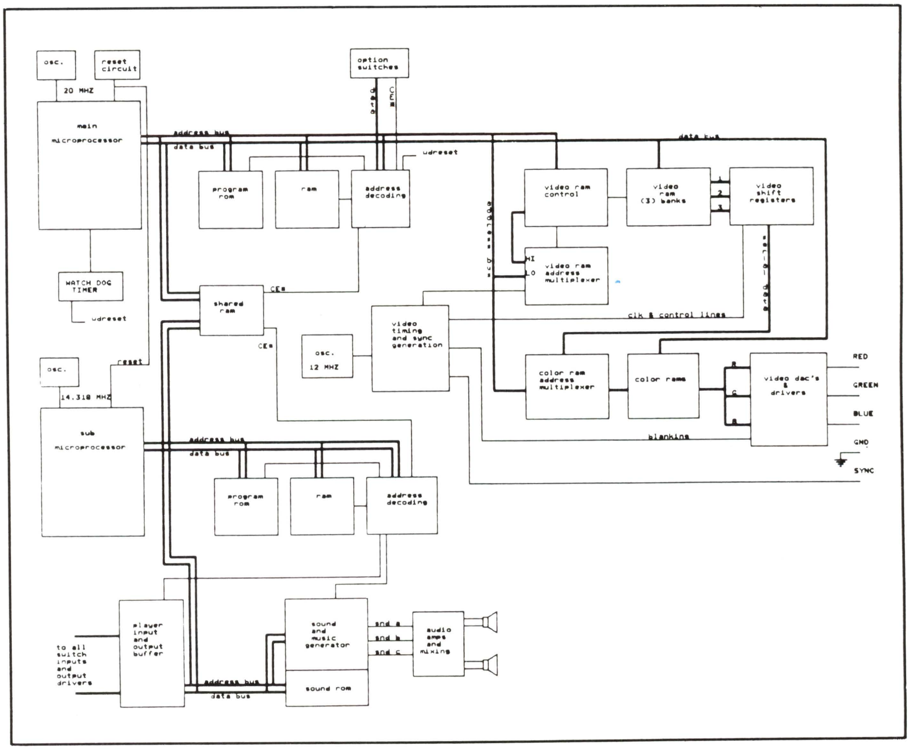
There are many ways to transfer physical information or real-world information into digital information that the computer can use to determine speed, direction, and even pressure. An example of speed would be accomplished by measuring the time between two button presses or, on a trackball, the time between pulses would determine the speed of the rolling ball.

Direction is as simple as one switch on a joystick or checking which pulse came in first in the trackballs. Pressure can be accomplished by use of a potentiometer or a pressure transducer connected to an analog to a digital converter. (More on this later.) The most common input method used in video games is a tristateable latch or bus driver/buffer that is read by the microprocessor at timed intervals that vary from game to game (Figure 2). Let me explain this concept.

We will be using a single joystick scheme for simplicity. The four switches used to sense direction (labeled up, down, left, and right), are all connected to ground on one side and to the switch input port on the other side. The input side of the port must be held at a +5 volt level, or a digital "1" (also called a digital high). I will use high and low as +5 volts and 0 volts respectively.

With a high on the input, the microprocessor reads the latch or bus driver/buffer by placing a low on the chip enable line marked CE*. While CE* is low, the highs or lows are passed onto the data bus, so the microprocessor can evaluate the information and make the corresponding moves or action. This same circuit may be used to read option dip switches with one exception. Instead

Figure 1


osc.
reset circuit
20 MHZ
main microprocessor
option switches
data
CE*
address bus
data bus
udreset
program rom
ram
address decoding
address bus
WATCH DOG TIMER
udreset
shared ram
CE*
CE*
osc.
12 MHZ
video timing and sync generation
osc.
14.318 MHZ
reset
sub microprocessor
address bus
data bus
program rom
ram
address decoding
data bus
video ram control
video ram (3) banks
1
2
3
video shift registers
HI
LO
video ram address multiplexer
serial data
clk & control lines
color ram address multiplexer
color rams
R
G
B
video dac's & drivers
RED
GREEN
BLUE
GND
SYNC
blanking
to all switch inputs and output drivers
player input and output buffer
address bus
data bus
sound and music generator
sound rom
snd a
snd b
snd c
audio amps and mixing

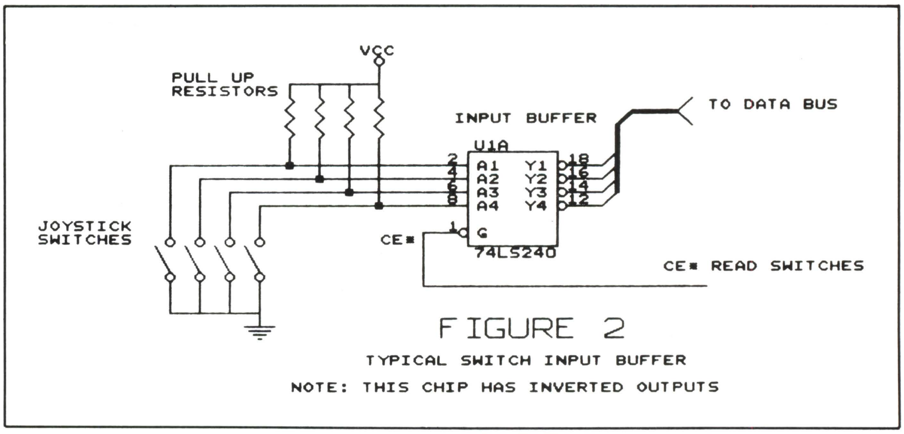

VCC
PULL UP RESISTORS
INPUT BUFFER
TO DATA BUS
U1A
2
4
6
8
A1
A2
A3
A4
Y1
Y2
Y3
Y4
18
16
14
12
JOYSTICK SWITCHES
CE*
1
G
74LS240
CE* READ SWITCHES
FIGURE 2
TYPICAL SWITCH INPUT BUFFER
NOTE: THIS CHIP HAS INVERTED OUTPUTS

Figure 2

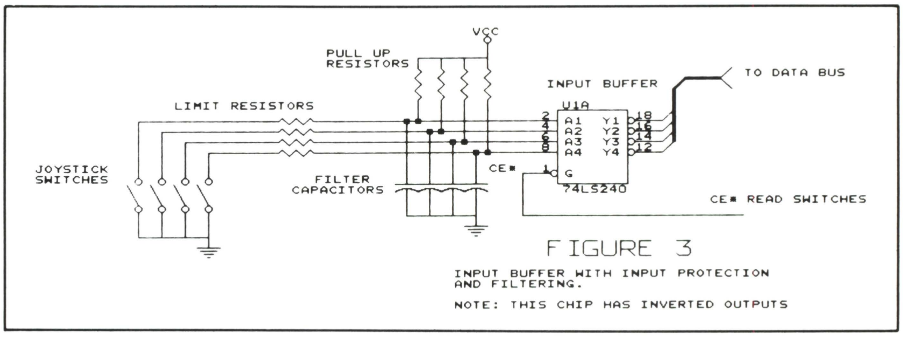

VCC
PULL UP RESISTORS
INPUT BUFFER
TO DATA BUS
LIMIT RESISTORS
U1A
A1
A2
A3
A4
Y1
Y2
Y3
Y4
JOYSTICK SWITCHES
FILTER CAPACITORS
CE*
G
74LS240
CE* READ SWITCHES
FIGURE 3
INPUT BUFFER WITH INPUT PROTECTION AND FILTERING.
NOTE: THIS CHIP HAS INVERTED OUTPUTS

Figure 3

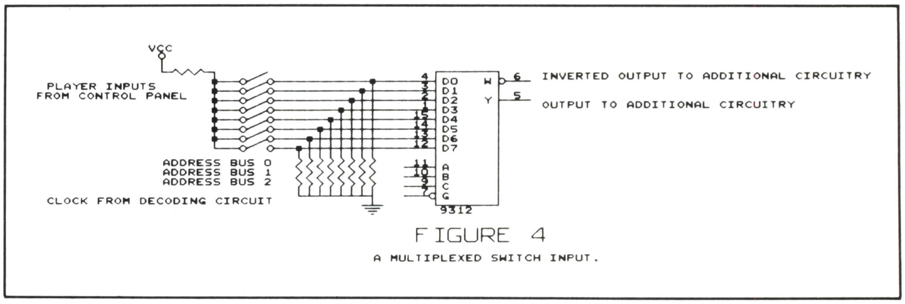

VCC
PLAYER INPUTS FROM CONTROL PANEL
ADDRESS BUS 0
ADDRESS BUS 1
ADDRESS BUS 2
CLOCK FROM DECODING CIRCUIT
D0
D1
D2
D3
D4
D5
D6
D7
A
B
C
G
W
Y
6
5
9312
INVERTED OUTPUT TO ADDITIONAL CIRCUITRY
OUTPUT TO ADDITIONAL CIRCUITRY
FIGURE 4
A MULTIPLEXED SWITCH INPUT.

Figure 4

of being read several times, they are usually only read on power up. This circuit is a very common method of getting data to and from the microprocessor. Some manufacturers carry this one step further by means of buffering the input signal before this integrated circuit, or by placing an integrated circuit of equal type into a hybrid package integrated circuit, better known as a custom integrated circuit.

Sometimes these integrated circuits contain circuitry decoding and filtering of inputs. Some special applications use these same integrated circuits as buffers. In that case the inputs and outputs are the same only amplified or buffered. In the case of buffered circuits, the CE* pin is held low all the time so that the switch inputs are passed through to the output continuously. Some of these buffered integrated circuits also have inverted outputs. This means if you have a high input into the chip, you get a low at the output pin. And, if this is not enough, some circuit designs also have current-limiting resistors in series with the input line, along with a small filter capacitor to ground to get rid of small spikes or transients that may be present on the input line.

In rare cases, some designs also have diodes on the input to protect these input buffers. Figure 3 has all the options to the circuit installed. With this circuit, the capacitors on the input lines can often short. This shorted capacitor then causes the switch input to stay low acting like a stuck switch or a wire shorted to ground. So check for this failure with a continuity tester before rewiring or desoldering.

I had mentioned that these integrated circuits were tristateable. This means that you can have several of these integrated circuit outputs connected, but only one of the chip-enable lines will be taken low or activated at any one time. Without the chip-enable line held low, all the outputs go into what is called a high-impedance state or tri-state. This output state will not affect the data on the output of another chip on the data bus. Serious damage may occur if more than one output were enabled at any given time. If one of these chips should short the output to ground or to 5 volts, the game will usually appear locked up with garbage on the monitor. Most (but not all) of these integrated circuits fail by having the input zapped by static or touched to a 12 volt source. When this happens the input of the buffer opens and fails to pass data to the output pin.

There is, however, another method of sensing switches that was used in some of the earlier games (and, yes, some of these games do still exist and earn money). This method is shown in Figure 4. It's called multiplexing and is a very simple scheme, yet most people get confused when it comes to trouble shooting a multiplexing circuit. The circuit shown in Figure 4 has the four switches for the joystick connected to the inputs, and the chip enable has been replaced by two address lines off the microprocessor. Now, instead of four inputs and four outputs, we have only one output from this circuit.

To read all four switches, the microprocessor must address the switch it wants to read. These addresses are in sequential order, zero through three (digital '0' is counted as an address). So if both s0 and s1 are low, the output would be whatever state the input of switch one was at.

Multiplexing becomes more useful in the video output section of the game, but was used quite a bit in the late '70s to read

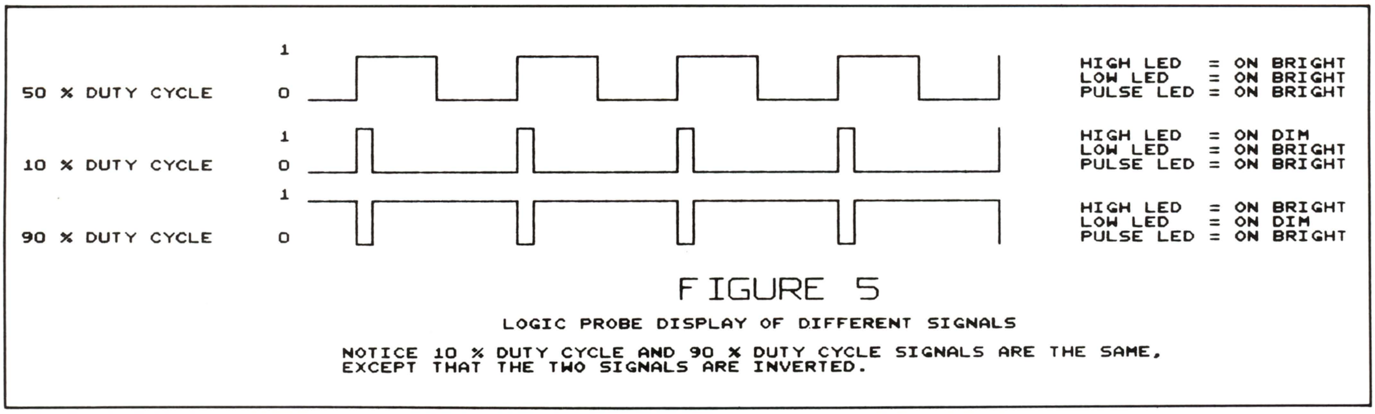

50 % DUTY CYCLE
10 % DUTY CYCLE
90 % DUTY CYCLE
1
0
HIGH LED = ON BRIGHT
LOW LED = ON BRIGHT
PULSE LED = ON BRIGHT
HIGH LED = ON DIM
LOW LED = ON BRIGHT
PULSE LED = ON BRIGHT
HIGH LED = ON BRIGHT
LOW LED = ON DIM
PULSE LED = ON BRIGHT
FIGURE 5
LOGIC PROBE DISPLAY OF DIFFERENT SIGNALS
NOTICE 10 % DUTY CYCLE AND 90 % DUTY CYCLE SIGNALS ARE THE SAME, EXCEPT THAT THE TWO SIGNALS ARE INVERTED.

Figure 5

and combine switches before they were passed onto the data bus.

If you are just getting started in board repairs and don't know what test equipment to buy, or you don't want to spend a bundle on extravagant test equipment then I would suggest buying a digital logic probe. These probes range from $19.95 to about $150 depending on the speed at which they can detect pulses.

A logic probe performs several useful functions; it will tell you if the signal is at a logic high or logic low. It will also show if the signal is pulsing; that is going from high to low or from low to high, then back to its original state. This is useful to see if the chip enable line is being activated, or if the data bus and address lines are active. You can also determine if the pulses are narrow or wide. You do this by simply noting if the high LED is brighter than the low LED. If it is, then the pulses are as shown in Figure 5. The opposite is true if the signal is inverted—the low LED will be brighter. Up until now we have been dealing with TTL logic signals. But most logic probes offer an option marked CMOS. The difference between TTL and CMOS is very simple: TTL levels are a logic high = 2.4 volts or greater and a logic low = .8 volts and lower. For CMOS, the logic high = two-thirds or greater on your power supply voltage and a logic low = one-third or lower.

When using a logic probe, be careful where you connect the power leads. Most logic probes require +5 volts and ground connections through small alligator clips. Occasionally, the clips may short against other components, causing you more problems. Also, be careful where you place the tip of the probe because many chips are destroyed by touching two pins together.

Although logic probes are useful, they are no help in an audio section or analog inputs and outputs. If you don't have a logic probe, but you do have a digital multimeter, you can usually make do. With the multimeter, keep in mind that you cannot check clock signals or data buses, or any signals that are pulsed rapidly because the multimeter is not that

VARI-TECH COMPANY

Yo hombry, listen to what the industry is saying about Vari-Tech:

"I'm happy to say that Vari-Tech has out performed our expectations. We couldn't be happier with the equipment purchased from Vari-Tech."
Doug Deel, Pier 39 San Francisco, California

"Their biggest asset is the professionalism of their management team. Vari-Tech is a company we can trust."
Mark Sandlin, Six Flags Astroworld Houston, Texas

"Vari-Tech Company provides excellent service and the people have been great to work with. The Mr. Six Gun has been very successful.
Dave Cottrell, Brady Distributing, Chattanooga, Tennessee

Call Now For Information

VARI-TECH CO.
PRODUCTS DIVISION
4520 Spartan Industrial Dr., S.W.
P.O. Box 739 • Grandville, Michigan 49468
(616) 538-4088 • (800) 245-2737

Does your machine look like a YARD SALE ?
If so, let us help paint a new face.

We offer
$2-$3
JUMBO PAKS,
TRADE-UP ITEMS
and much more
CALL TODAY
1-800-451-2689

PEARSON PRODUCTS, INC.

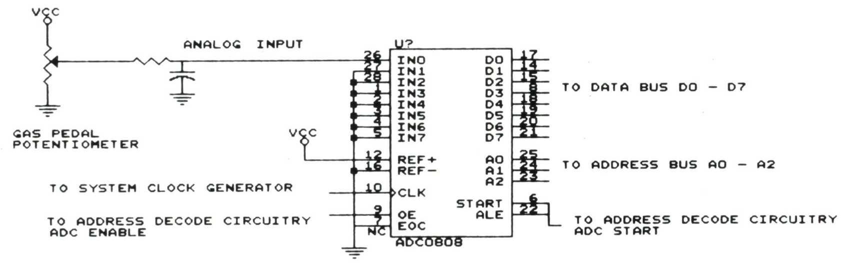


FIGURE 6

TYPICAL ANALOG CONTROL INPUT
THIS ANALOG TO DIGITAL CONVERTER IS CAPABLE
OF HAVING 8 INPUTS

Figure 6

fast to respond. But for switch inputs where you control the pulses, it works very well.

Place the multimeter on the DC scale so you can read 0-6 volts. Next, place the negative lead of your meter to ground and use the positive lead to check the switch input. A word of advice: do not get wrapped up in the actual voltage that is read at the test point. Use the TTL levels as references. Any voltage above +2.4 volts is a logic high, and any voltage below +.8 volts is a logic low. Always allow a little bit for lead resistance; remember these are references. A logic high is usually up around +4.5 volts DC and a logic low is usually down around +.5 to +1 volts DC.

If the signal being measured is pulsing or is tri-stated, the meter will usually read right around 2.4 to 2.8 volts DC.

Now let's get into the analog inputs. Some examples of analog inputs would be gas/brake pedals, steering, or a bat on a baseball game. Digital controls are limited in one respect because they offer only on/off-type information, while the analog or potentiometer-based control gives a smooth feel that is limited in step of 0 through 255 in most cases. It also requires an additional conversion method to allow the computer to read them.

This conversion method is known as analog to digital conversion. The pot is used to form a voltage divider, and that signal or voltage is then fed to the input of the analog to digital converter, which will then output a digital number somewhere between its lower and upper limits, based on the input voltage. In order to represent 0 through 255, the converter must be a minimum of eight bits at the output. You have probably replaced a potentiometer in a video driving game and had to go through a calibration test.

This test is needed to give some point of reference—either zero or middle scale, which is normally represented as 7F in hexadecimal. This calibration assures you that the control is centered properly. Some manufacturers have even tried in software to do away with calibrations. The software will automatically sense the lowest number and the highest number and adjust the points at which it senses, in between these two numbers. An example is the gas pedal on *Pole Position*. Normally, you turn the game on and the gas pedal is in the up position. If the game is turned on with the gas pedal depressed one-third of the way down, this one-third spot would be marked as the all-the-way-up position in software. If you depress the pedal all the way down, you would not go very fast—approximately two-thirds of the normal speed. If the pedal was lifted to the original height, you would have full, wide-open throttle because the number went backwards from zero to full throttle. This is auto-sensing software that tries to recalibrate if you have a bad or dirty potentiometer.

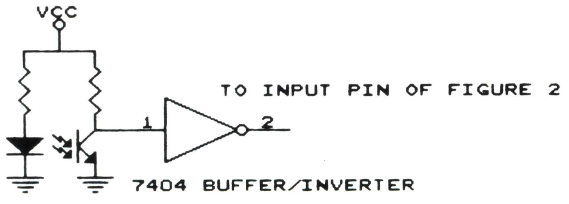
Pole Position only tries to recalibrate on initial power-up. If you power-up *Pole Position* with the pedal all the way down, the gas pedal will work just the opposite of normal. All the way down would be the slowest speed, while all the way up would be the fastest speed.

Switch inputs are by far one of the most common areas for trouble to occur, be it failure due to static arcing to the input of the integrated circuit or wires that were accidentally shorted to the wrong power line when someone broke into your game. The same integrated circuit failure rendered the game out of order, which means loss of income.

So, when a switch just won't work, try to troubleshoot it down to the input buffer. Replace the buffer, and with a little luck you have saved down time and the cost of sending the board in and waiting until some part-time technician can get around to fixing it.

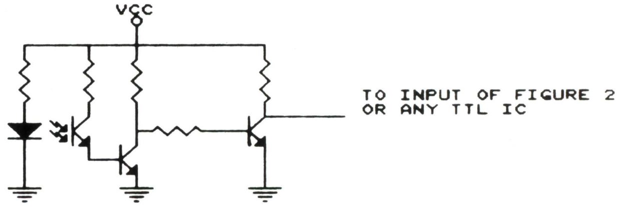
Figures 6 and 7 show a typical trackball input and a discrete switch input. In months to come you will see articles on outputs, memory, pinball logic and troubleshooting, trackballs, and opto isolators. ☐

Figure 7



OPTICAL ISOLATOR
USED IN TRACKBALLS, STEERING
BRAKE & GAS ASSEMBLIES ECT...

Figure 8



SAME CIRCUIT AS FIG. 7 USING DESCRETE PARTS
AS USED IN MANY OLDER STEERING BOARDS.

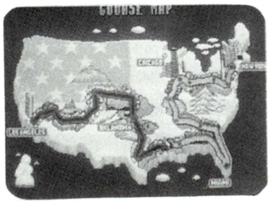
Turbo OutRun Kit

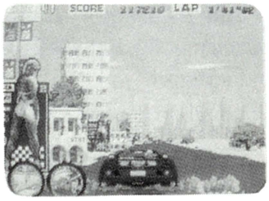
Sega now offers a *Turbo OutRun Kit*, billed as ''a game that can outrun *OutRun*.'' This conversion, available in two formats, will infuse new interest in every existing upright, standard, or deluxe model *OutRun*.

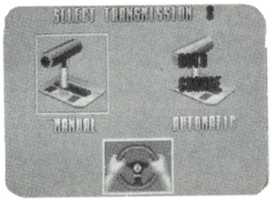
One conversion kit converts both the moving simulator-type cabinets in the deluxe and standard models; the second converts the upright and mini-upright models. All active cabinet motion on the sit-down type, and steering wheel vibration on the upright type, are maintained on the new kits.

Both kits provide for an extensive socketed memory chip and security device change plus a complete set of new dedicated *Turbo OutRun* cabinet graphics. The game can be converted back to the original *OutRun* by simply retaining the original logic devices and cabinet graphics.

For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201.







Black Knight
2000

Black Knight 2000

Williams Electronics scores again with another medieval-themed pinball, *Black Knight 2000*, a fast-action, two-level pinball with a unique upper playfield that lifts to eye level.

Steve Ritchie is the driving force behind this one; he also designed the original *Black Knight*. Other game features include the upper playfield Loop Champ that tests the number of loops a player can make; Magna Save, a magnetized method of saving the ball before it drains; and a music/speech package that encourages players to battle the Black Knight.

When players spell out RANSOM everything on the playfield lights up for maximum potential value. Then players can keep firing balls for 30 seconds; balls are constantly replaced during this period. There's also a game carry over that fosters a desire for repeat play.

For more information, or distributor referral, write Williams Electronics Games Inc., 3401 N. California Ave., Chicago, Il 60618; (312) 267-2240.

Double Clean Sweep

Smart Industries has released an updated version of its *Clean Sweep Double Crane* that reduces cabinet depth and facilitates moving the game through standard doorways.

New dimensions are 32.5 inches deep by 48.5 inches wide by 81 inches high. The new unit features simultaneous game play for two players, three skill game options, skill joystick control, fully adjustable claws, reliable microprocessor game board, and solid steel construction.

In addition to these standard features, options include a Rowe $1/$5 bill acceptor with 525 bill stacker, LED credit/timer readout, prize counter meter, winning lights, sound system, ticket dispenser, bubble gum payout, and plumb bob tilt operation.

Smart manufactures a full line of cranes: single, super single, triple, 34-inch and 42-inch wide jumbo, and a vending crane with ''play till you win'' game play.

For more information, or distributor referral, write Smart Industries Corp. Mfg., 1626 Delaware Ave., Des Moines, IA 50317; (800) 553-2442 or (515) 265-9900.

CLEAN SWEEP

Lil' Goldmine

Nelson Technology introduces the one- or two-player *Lil' Goldmine* countertop game that offers seven player-selectable games: Draw Poker, Blackjack, Horses, Slots, War, Acey Ducey, and Dice.

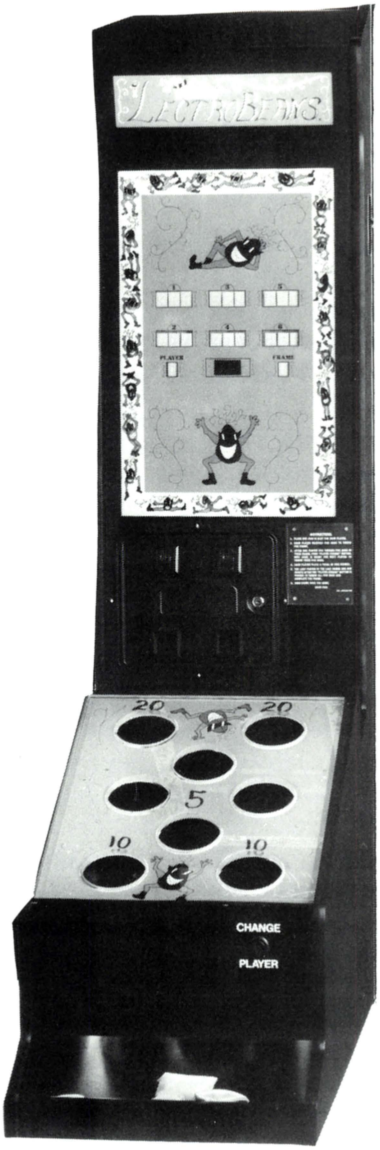
The game keeps track of new player high scores and allows players to enter their initials on the play screen. Even if the game is unplugged, the unit will keep track of all accounting information since it has a battery-backed memory.

The ability to win free games is optional, depending on operator requests. A self-test program is built-in, as are a wide variety of owner-programmable features. Players are guided through game play by an illuminated front panel.

The game communicates with the player, offering over 100 musical selections and more than 200 amusing sayings to keep players laughing. The game's cabinet is constructed of steel and Kydex; it measures just six inches high by 11 inches wide by 10 inches deep. Restaurant and bar locations are prime spots for this compact. The game has electronic coin detectors and a built-in security fastener; it holds 1,600 coins.

For more information, or distributor referral, write Nelson Technology, 5706 Corsa Ave., Bldg. #102, Westlake Village, CA 91362; (818) 889-1701.

LIL' GOLDMINE



Lectro Beans

Bean Industries brings the ageless game of bean bag toss to coin-op with its *Lectro Beans*.

The game features an automatic electronic scoreboard equipped with digital readouts that keep track of each player's score through five frames of play.

As many as six players at a time can enjoy *Lectro Beans*. Both male and female players of all ages will find it easy to play. Game dimensions are 22 inches wide by 42 inches deep by 73 inches high.

For more information, or distributor referral, write Bean Industries Inc., 10545 W. Glenbrook Court, Milwaukee, WI 53224; (414) 354-9669.

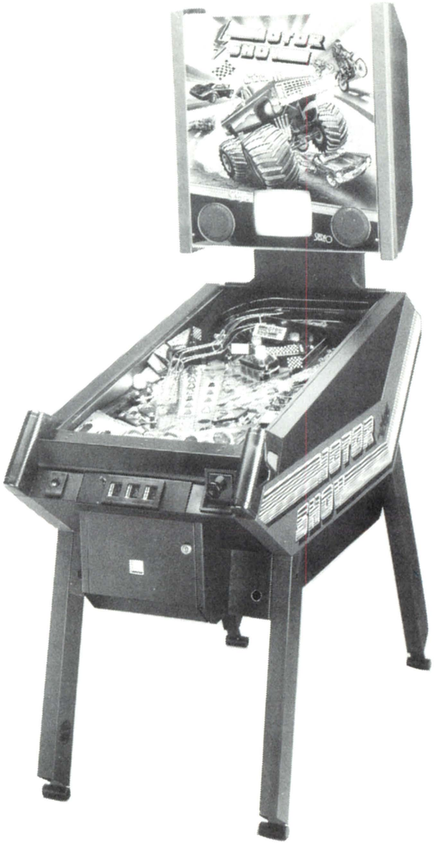
Motor Show

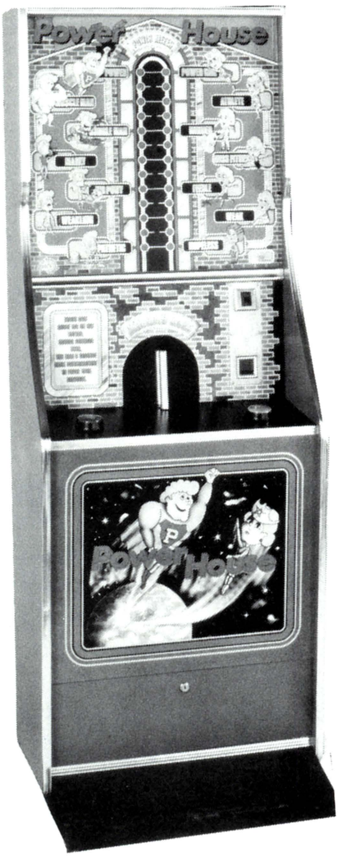
United Artists Theatre Amusements has obtained the exclusive importation rights for the new pinball machine, *Motor Show*, that features three integrated video games.

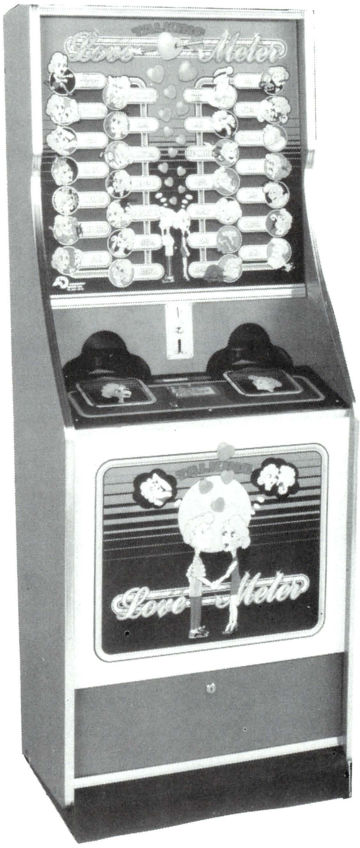
Manufactured by Mr. Game in Italy, *Motor Show* features a color video screen in the middle of the backglass. Messages appear on the screen and assist the player in his efforts to dominate the game. Unique handgrips provide a new level of control.

Motor Show takes players into the world of racing where they can test their skills on four game circuits: formula one, rally, motocross, and dragsters. The object of the game is to race 400 meters and beat the opposing car for speed.

For more information, or distributor referral, write United Artists Theatre Amusements Inc., 5005 Calle San Raphael, Suite B-5, Palm Springs, CA 92264; (619) 322-4422.







Five from Coin Concepts

Coin Concepts continues to steadily add to its line of novelty games with the introduction of five newcomers: *Power House, The New Mating Game, Love Meter, Five Card Draw,* and *Body Match.*

Power House is a talking strength tester with an adjustable grip. An attract mode calls the players, then ranks their ability on a vertical meter and tosses in a comical phrase. Pricing is adjustable, graphics are colorful, and the game is suitable for men, women, and children.

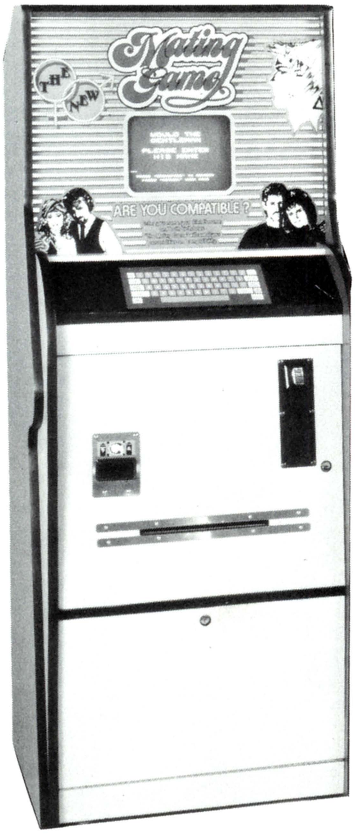
The New Mating Game offers a compatibility check and a computer printout showing players how well they compliment their spouse, boyfriend, or girlfriend. Features include a high-speed printer, reliable paper delivery system, attractive graphics, and Rowe $1 bill acceptor with stacker.

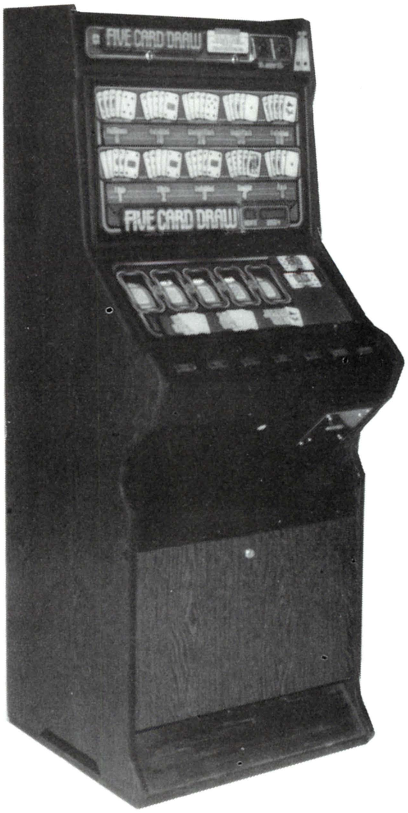
Love Meter talks with the player during attract modes and game play. It offers different male/female categories and comic graphics that will amuse players. Ratings range from shy to sexy, wimp to wolf, and all places in-between.

Five Card Draw is a skill-stop card game that allows the player a second card draw to win either tickets or tokens. The game's two coin entries will accept from 10 cents up to $1 per play. Other features include adjustable percentaging and hi-lo double-up.

Body Match is another skill-stop game that invites players to match up the head, torso, and legs of a seashore character. A horizontal wheel game, it involves the player with starting, stopping, and holding the "second spin" phases of the game. It comes in either ticket or token award models.

For more information, or distributor referral, write Coin Concepts, Inc., 12 Edgeboro Road, Unit 4, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009.





Astroluck

Astroluck introduces a new lucky lottery number vending machine, *Astroluck*, a microcomputer programmed to select lucky numbers based on birth dates. The program uses a Chinese astrological and numerological formula.

Simple and easy to understand, *Astroluck* comes with numerical invoicing, a numbered accounting feature generated by opening the cash drawer. Another feature is the special report, a cumulative accounting system operated by a special code with a built-in battery back-up.

Instructions are clearly printed on the front panel of the machine. When it is plugged in a standard wall socket, lights start flashing to attract customers. After the machine determines the lucky numbers, a slip is printed and comes out of the top of the machine for the customer.

When the coinbox is full (2,000 coins), an illuminated panel reads "full," and when more paper is needed it reads "change paper." The game's ticket format can be changed to fit specific requirements for various state lottery games or foreign languages.

The unit can be used as a countertop or placed on a pedestal stand available from the company.

For more information, or distributor referral, write Astroluck Corp., P.O. Box 9517, Warwick, RI 02889; (800) 321-LUCK or (401) 732-3343.

LUCKY LOTTERY NUMBERS

Big House

Premier Technology takes players behind prison walls and prepares them for a break-out in the new Gottlieb pinball, *Big House*.

Players plot their escape by locking one or two balls, then watching the auger drill them to freedom as the guards in the tower sound the alarm and sweep the playfield with their search light. Players can break down the wall to freedom while building the escape multiplier.

Big House is enjoyable to the eye with its royal blue cabinet, colorful playfield, and tongue-in-cheek backglass that depicts the jailbirds as animals, specifically canines. The feeling is definitely from the Sam Spade era, and the faces of the characters resemble Sidney Greenstreet, Humphrey Bogart, and Peter Lorre, who starred in many '30s and 40's films.

Also on the backglass are a detective and his secretary in '40s attire, and two other gun-toting canine sleuths who look something like J. Edgar Hoover and Richard Nixon.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (800) 444-0761 or (312) 350-0400.

BIG TOP
MINI PIN BALL

BIG TOP MINI PINBALL

THE BIG ONE FOR THE MINI

The Big Top is here! A child's innocent excitement of the big top circus has been captured in Big Top Mini Pin Ball. It has an attractive appeal to its colorful circus graphics and a free rewarding prize with every fun filled play that will challenge the children to a possible replay. And it is as easy to operate as depositing a quarter, turning the knob to receive the prize and putting the ball into play. So act now and bring the excitement of the Big Top to your area.

Write or call for our FREE full color brochure!

DISTRIBUTED BY:

MAYOHI
ENTERPRISES

10340 Glenoaks Blvd.
Pacoima, CA 91331
(818) 899-2488 FAX (818) 899-0152

HOTTER

than the Chicago Fire!

Friday, March 9
Saturday, March 10
Sunday, March 11

HYATT REGENCY
CHICAGO, ILLINOIS

ACME 90

AMERICAN COIN MACHINE EXPOSITION

For Information on the 1990 American Coin Machine Exposition Contact:

William T. Glasgow, Inc. • ACME '90 Show Management
16066 South Park Avenue • South Holland, IL 60473 • Phone: 312-333-9292
FAX: 312-333-4086 • Telex: (ITT) 4943831 BG UI

Note: Use Area Code 708 after November 11, 1989 for phone and fax.

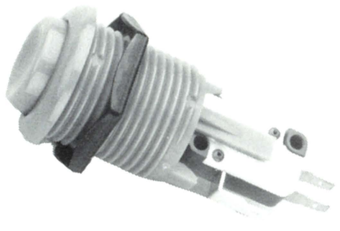
TRADE ACCESSORIES

Pushbutton

Wico Distribution Corp. has introduced a new barrel-styled pushbutton with a vertical mount switch for video games. The Maxi-Button offers such features as a one-piece button/actuator design, a one-piece body and reinforced mounting bars, and rugged nylon-plastic construction.

The custom metal retaining nut slips easily over the switch for quick mounting. It's specially-designed for a superior grip on metal, plastic, or wood surfaces. The Maxi-Button is extremely reliable; it's exceeded 20 million cycles of operation. Available colors include red, white, blue, yellow, black, green, white one-player, or white two-player.

To place an order, or for more information, contact Wico Distribution Corp., 6400 W. Gross Point Road, Niles, IL 60648-4567; call (800) 323-0765 or (312) 647-7500 outside Illinois, or (800) 426-WICO in Illinois. Ask for Rich Santercola.



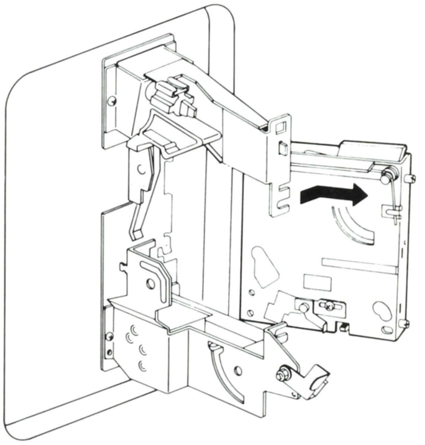
Mounting system

Coin Controls has unveiled a convenient snap-in mounting system for mechanical coin validators on coin doors. There are no longer any small screws to drop, nor is there a need for a screwdriver if a validator needs to be removed.

The new design was developed in order to meet the AMOA Standardization Committee recommendations, which call for coin validators that are mounted with a quick release for easy removal without the use of tools.

With this development, Coin Controls has completed all of the changes necessary to meet the Standardization Committee recommendations. These changes include a double ''D'' cam lock on all of the company's coin doors, mechanical validators that reject Canadian coins so as not to cause coin jams, and coin and cashbox doors that are constructed with heavy steel.

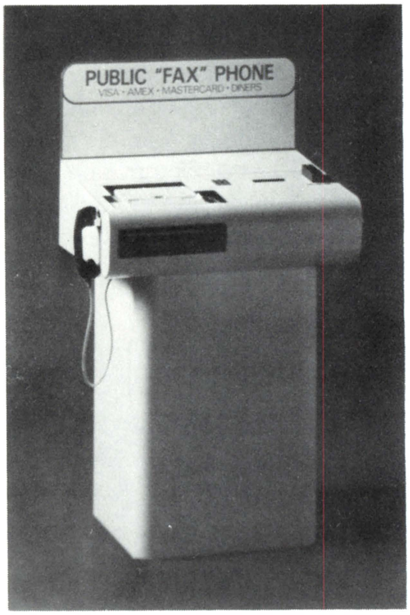
For more information on the new snap-in design, contact Coin Controls, 1000A Touhy Ave., Elk Grove Village, IL 60007; call (312) 228-1810 or (800) 323-8174.



Public FAX

Incomfax USA Inc., in association with The AST Group (a publicly-held company), has designed an innovative business and convenience opportunity for hotels, airports, convention centers, malls, libraries, office buildings, and other public areas. The Public Access Credit Card FAX Phone Terminal consists of the familiar telephone handset, together with a fax machine. The fax machine also has a convenient photocopying capability.

No special training is required to use this unit, as instructions are clearly printed on the machine. The cost for the service is automatically charged to one of several major credit cards. The services are available 24 hours a day to on-the-go professionals who may not be in their offices at the time a fax is required.



For more information, contact Catalyst Marketing Corp., 115 E. Granada Blvd., Suite 1, Ormond Beach, FL 32074; call (904) 673-2892 for Florida residents or (800) 542-1776 for those outside Florida.

Application guide

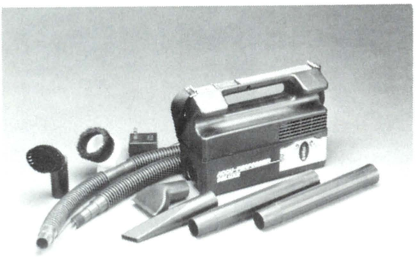
Master Bond Inc. has developed a new application selector guide for an extensive line of high-performance adhesive compounds, used for tacking wires and attaching components to printed wiring boards. These adhesives are designed to offer technically-superior and cost-effective solutions for a variety of attachment problems.

One- and two-component epoxies, UV curable epoxies, reactive acrylics, hot melt and cyanoacrylate adhesives are illustrated. Application conditions and performance profiles are provided for each type of product. Special attention is paid to both ease and speed of application. The adhesives shown offer superior resistance to severe environmental conditions, including thermal cycling, shock and vibration, and high humidities.

For more information, contact James Brenner, Marketing Manager, Master Bond Inc., Hackensack, NJ 07601; call (201) 343-8983.

Compact vacuum

Jensen Tools offers a compact, portable vacuum ideal for field service. This powerful, lightweight (five lbs.) unit moves 100 cubic feet of air per minute. The "Mini-Turbo" is cordless and constructed of high-impact plastic with a sealed ball-bearing motor. Common uses are the routine field service of computers, copiers, printers, and other office equipment.



The unit is powered by rechargeable Ni-Cad batteries (included) and runs up to 200 hours on a single charge. Other features include a permanent, washable filter bag, six cleaning attachments, flexible hoses, crevice tool, extension wand, a needle-nose nozzle, and brushes. The dimensions are 12 inches high by eight inches wide by four inches deep; the cost is $90, and it comes with a two-year guarantee.

For more information and a free 160-page catalog of field service equipment, contact Jensen Tools Inc., 7815 S. 46th St., Phoenix, AZ 85044; call (602) 968-6241.

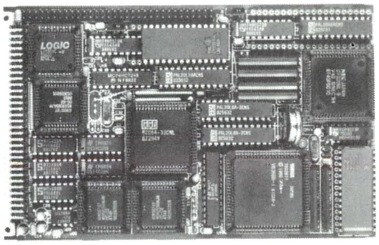
Controller board

Densitron Corp. has created a unique new controller board, designated D.U.C.K. (Display Under Computer Kontrol). The D.U.C.K. is an intelligent, low-power, single board microcomputer with an on-board interface to LCD and plasma-graphic flat panels. The card provides all of the functionality of an IBM XT PC on a board size of six inches by four inches.

When combined with a Densitron flat-panel display, the D.U.C.K. provides a complete IBM hardware platform for any PC-controlled application. It will interface to 200 x 640 and 400 x 640 flat panels; this provides the user with a low-power, portable display for use in many applications where CRT monitors cannot be used.

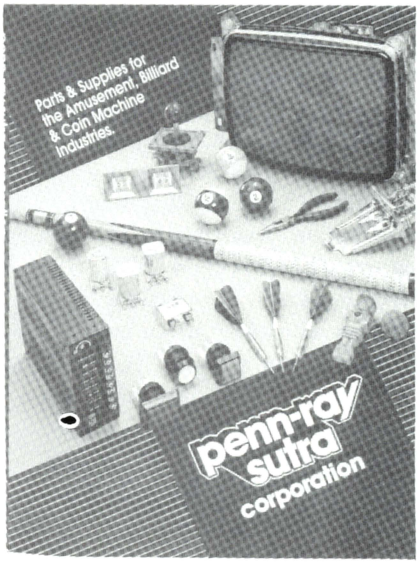
The price for the basic D.U.C.K. model is $325 at the 10-piece level; optional features are available at additional cost. Delivery is six weeks ARO.

For more information, contact Gordon Gibson, Product Manager, Densitron Corp., 2540 W. 237th St., Torrance, CA 90505; call (213) 530-3530.



Parts catalog

Penn-Ray Sutra Corp.'s 1989 catalog of parts and supplies for the amusement, billiard, and coin machine industries is now available. The 208-page catalog features expanded sections with hundreds of new items and color layouts of Tournament Soccer tables and two-piece cue sticks.


Parts & Supplies for the Amusement, Billiard & Coin Machine Industries.
penn-ray sutra corporation

The catalog lists over 4,000 parts and accessories, many of which are hard-to-find items. Selections include joysticks, color monitors, vertical coin chutes, power supplies, and Sega driving parts.

For more information, contact Penn-Ray Sutra Corp., P.O. Box 1088, 1705 Winchester Road, Bensalem, PA 19020; call (800) 523-8934 or (215) 638-4720. □

AHA!
THERE IT IS!
THAT'S THE NUMBER!
CALL
504/488-7003
To Subscribe To
PLAY METER

AMOA Expo '89
September 11-13, 1989
Las Vegas Hilton
The Amusement & Music Operators Association
International Exhibition &
Seminar for the Coin Operated
Amusement, Music & Vending Industry

TIME TO SHOW YOUR **STUFF!**

AMOA Expo '89

LAS VEGAS

Sept. 11-13 Las Vegas Hilton

in

PLAY METER'S

BIG September AMOA Issue

- We will have **2,000** extra issues to distribute at the show.
- Special articles and features about Las Vegas, booth and exhibitor info, equipment preview and much more!

The coin-op amusement industry's
BEST BET

AMOA & September issue of

PLAY METER Magazine

PLAN YOUR AD **NOW**
Display Reservations: Aug. 4
Camera Ready Art: Aug. 9

Contact: Ron Kogos • (504) 488-7003 FAX (504) 488-7083 • P.O. Box 24170 • New Orleans, LA 70184

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Carol Lea LeBell (504) 488-7003.

WE BUY & SELL
USED PC BOARDS

Eldorado Products
14816 Main Street
Gardena, CA 90248
(213) 516-9525
FAX 213-516-7058

Call for Quotes

We Buy and Sell
PHOTO MACHINES
And your best source for:
FILM, CHEMICALS & PARTS
Serving photo machine
operators since 1951
ED HANNA
Box 4568 • Ithaca, NY 14850
607/257-3333 • 607/257-3334

Original P.C.B.s

Bargain Price Games From England Direct To U.S.
Operators Send For Current Stock List

Fax: 44-1-903-3612
Tlx: 928858 Tec G

WE SPECIALIZE IN
POKER BOARD REPAIR

We also do all types of
P.C. Board Repair!

Call today:

Jay's Vending Service
Sales-Service-Parts
Distributors For Leading
Coin Machine Factories!

•

6812 North Point Road
Baltimore, MD 21219
(301)388-0993

We also have a TRUCK MAINTENANCE program!
We also have a PARTS MAINTENANCE program!

COMPUTER SOFTWARE

BY OPERATORS. . . FOR OPERATORS. . . We've put together the finest ROUTE MANAGEMENT SOFTWARE PROGRAM that has ever been written!

* Over 150 operators are using this software to manage their routes profitably . . . from Hawaii to Puerto Rico, from Canada to Mexico and have been operating it since January 1, 1985. It's a ROUTE MANAGEMENT TOOL that will tell you everything you need to know in order to run your route professionally. The instant graphics on every location and every machine in that location are all the marketing tools you'll ever need!

REMEMBER OUR GUARANTEE: Not 30 or 60 days, but 365 days! If you find anything that's faster and better, we will also buy it and cheerfully refund your money!

THE SILENT PARTNER

3441 South Park • Springfield, IL 62704 • A DIVISION OF ALL STAR MUSIC, INC.

(217) 793-3350

CALL US FOR THE NAMES OF PEOPLE IN YOUR AREA THAT ARE USING THIS!!!

BINGO SUPPLIES
PUNCH BOARDS
BREAK OPENS
CHERRY BELLS
JAR TICKETS

Make More Money on Your Route in '89'

Large or Small Orders!

Volume Discounts!

CALL:

DOLLAR DISTRIBUTING

ASK FOR ED OR JAN

1-800-999-0942

POWER SUPPLIES

HIGHEST QUALITY AT THE LOWEST PRICES...GUARANTEED!

High quality computer supplies with built-in cooling fans.

CALL:

GREAT WESTERN, INC.

1300 Mohawk Blvd. • Springfield, OR 97477

(503) 726-1813

ORIGINAL IGT POKERS

AS WELL AS OTHER MFG. BRANDS

- *All in clean, working, complete order.*
- *Available for inspection on West Coast.*
- *Some are new — in original cartons.*

NEW:

(18) IGT DRAW 80
  Raised button, DB. Coin chute
(14) IGT WILD-1
  Raised button, DB. Coin chute
(50) MEYCO WILD ARROW

USED:

IGT DRAW 80
  Raised button, DB. Coin chute
IGT WILD-1
  Raised button, DB. Coin chute
IGT FORTUNE II
  Credit model with seats and stands
IGT DRAW 90
  Raised button, DB. Coin chute
ELECTROSPORT POKER &
  SUPER POKER
KRAMER RIVERBOAT
ELECTROSPORT KENO
(2) PROGRESSIVE METERS (EDT)
  Comes with 30 unit controller
(1) 3 METER PROGRESSIVE SIGN
  & PROGRESSIVE CONTROLLER
(1) GLORY AUTOMATIC COIN
  COUNTER AND WRAPPER

BFE ENTERPRISES

(619) 755-9715

FAX: 619-755-9742

INTRODUCTORY SPECIAL!

12 amp Power Supply

NEW DESIGN!

$26.00

★

SHARP IMAGE ELECTRONICS

9834 Glenoaks Blvd. • Sun Valley, CA 91352
LOCAL PHONE: (818) 767-8855
1-800-448-8100

COMPUTER SOFTWARE

For the Game Route Operator

• Cams •

Route Management System

A powerful, fast easy to use system

- Increase your profits
- Location and machine history
- Identify non-profitable machines and location
- Print collection sheets
- Super easy/fast revenue entry
- Prints 1099s
- Rotation Advisor
- Numerous statistical & Roi Reports
- Free updates

And Much More! — For Only $995

30 day money back guarantee — Demo disk available for IBM PC, XT, AT & compatibles — Free brochures

Also Available

- **Calms**
- **Dart League Manager**
- **Pool League Manager**
- **Cricket League Manager**

Turn Hours Of Work Into Minutes

- Automatic scheduler
- Super easy/fast score entry
- Tracks team & player achievements
- Simplifies awarding trophys & prizes
- Tracks team financial information
- Numerous reports & listings and much more!
- For only $395 ea.

Write or call: **E-SOFT SYSTEMS**
1276 Red Pine Circle • Baxter, MN 56401
(218) 829-4743
Multi-Pack Discounts

ATTENTION: CRANE OPERATORS

Jim McVey's

CRANEABLES®

ARE NOW AVAILABLE

FOR THE BEST IN PLUSH CALL:

(800) 332-2431

WE DELIVER

WE DELIVER

GAMES OF TENNESSEE, INC.

Manufacturer of the (proven winner) GTI Draw Poker

STACK YOUR DECK WITH PROFITS!

CHECK THESE GTI FEATURES:

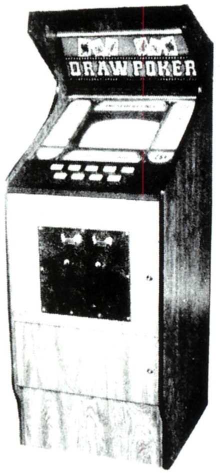
- ★ In-line connectors
- ★ Player appeal colors
- ★ In-house board mfg.
- ★ Anti-cheat system
- ★ Lighted display glasses
- ★ Separate coin box
- ★ Durable finish
- ★ Star point switches
- ★ Dual coin entry

DRAW POKER
DOUBLE OR NOTHING

BUY FACTORY DIRECT & SAVE!

WE TAKE TRADE-INS...

CALL US FIRST FOR ANYTHING COIN OPERATED, NEW OR USED!



NEED BILL ACCEPTORS?

CALL THE MAN FROM MARS — BOB MARS

FOR LOW PRICES OUT OF THIS WORLD!

$1-$5-$10-$20 . . . $345.00

(QUANTITY PRICING AVAILABLE)

GAMES OF TENNESSEE

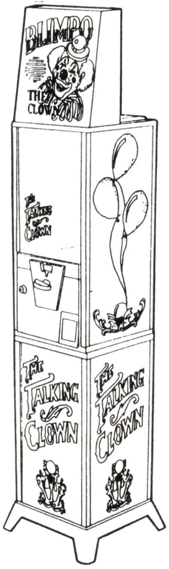
220 River Road • Shelbyville, Tennessee 37160

(615) 684-0100 • AFTER 5 P.M. or on weekends: (615) 294-5240

FAX: 615-685-0144

GTI Pokers are for amusement only and are not for sale where prohibited by law.

THE TALKING CLOWN & ROBOT BULK VENDORS



- VERY LOW PRICE
- ELECTRONIC VOICE CHIP
- BATTERY OPERATED (BATTERY WILL LAST 12 MOS.)
- COMPATIBLE WITH ALL EXISTING STANDS ON THE MARKET

IMPULSE BEGINS AND ENDS WITH MR. VENDI

Mr. Vend®

1 (800) 877-VEND

REDEMPTION TICKETS

ONE COUPON

4288640

MUNCIE NOVELTY CO.
PH. 800-428-8640

GOOD QUALITY—LOW PRICES

WANT TO BUY

PAY CASH

JUKEBOXES: AMI, Rockola, Seeburg, Wurlitzer, Old and Late Models
BALLY BINGOS: Dixieland, Nashville, Malibu Beach, Six Card
BELGIAN BINGOS: Daytona, Continental, Columbia, Louisiana, President
BALLY ONE-BALL MACHINES: Turf King, Futurity, Grandstand, Lexington
UNIVERSAL FEATURE BELLS: Mills Slot, Jenning, Sega Slot, Aristrocrat
ALL ARCADE GAMES: Outrun, Operation Wolf, Double Dragon, Pole Position Spy Hunter, Enduro Racer, Guerrilla Wars, POW, Etc. Etc.
SEEBURG JUKEBOXES: USC 1, USC 2, SPS1 & 2, STD 1,2,3,4, SMC 1 Etc.
FLIPPER GAMES: Williams, Gottlieb, Premier, Bally, All Ages, 1984 and Up . . . .
BALLY SLOT MACHINES: Bally Money Honey, Multiplier, Quick Draw, 3-Lines, Etc. 5-Lines Criss Cross, Continental, Super Continental (for export)
SIMULATORS SIT DOWN DRIVING GAMES: Outrun Deluxes, Afterburners, Fireblades, Spyhunters, Etc.
All Types Of Video Game Boards From MS Pac Man And Up To Present For Export To South America.

WANT TO SELL

CREDIT AVAILABLE

HORSE GAMES: Winners Circle, Derby King, Diamond Derby, Electro-Sport Quarter Horses With Updated Disc Players, Meter And Pay Models
POKER GAMES: Brand New and Used Hi-Lo Double-Up, SMS Used, Grayhound, Kramer
SPECIAL OFFER: Cal Omega 903, Large Quantities Available
ELECTRONIC SLOT MODELS: (Amusement Models), 8-Line Lucky and 5-Line Criss Cross
OBA – Dollar Bill Acceptors, Ardacs, Mars, Vendoprises, 1,2,5,10 & $20
BALLY BINGOS: Miss America Deluxe 77 and Supreme 79, Bally Dixieland Used and in Good Condition, Tahiti, Bonanza, Galaxy, New and Used
BELGIAN BINGOS: Daytona, Continental, Columbia, Louisiana, President Super Six Card, Extra Six Card, Transcontinental, Etc.
SPECIAL OFFER: Palm Beach and Palm Beach Turbo, Belgian Bingo
USED FLIPPER GAMES: Williams, Gottlieb, Premier, Bally, Latest Models
BALLY SLOT MACHINES (for export): Bally 3-Line Criss Cross, 5-Line Criss Cross Continental, Super Continental, Medalist, Multiplier
JENNINGS SLOT MACHINES: (for export) Indian Head, Metal Cabinets, Electronics
ANTIQUE POOL TABLES: 110-Year-Old English Snooker and Pool Tables
CRANES: Belgian Gold Digger and Grayhound Crane, New and Used
BASKETBALLS: Grayhound
ARCADE AND VIDEO GAMES: All of the Latest Videos, Driving Games, and Shooting PC
BOARDS AND KITS: Parallel Boards, Legal-Only Models
CAL OMEGA KENOS

INCIDENTALLY, IF YOU ARE INTERESTED IN ANY JOINT-VENTURE DEAL, WHEREBY WE CAN EITHER OPERATE OR DISTRIBUTE TOGETHER, WE ARE OPEN MINDED PEOPLE.

ATLANTIC & PACIFIC AMUSEMENT CORPORATION

CALL AND ASK FOR "MARIO", "RUDY" or "APPLES"
1-800-327-6076, or 201-926-0700, FAX: 201-926-3512.
1428 North Broad St., Hillside, New Jersey, 07205-1639

Control Panel Button **LABEL SHEET** — 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.) $29

Video Connection
930 Jeffrey Lane, Dixon, CA 95620
916-678-5189 or 916-678-1313

CD & 45 RPM STORAGE BOXES

CD Box Holds 100 • 45 RPM Box Holds 200 • Both Are Triple Thick Front/Back Walls • Double Thick Side/Bottom Stackable • White Color • 200 Lb. Test • Lift Off Lid • Tote Grips
CD Box $6.50 ea. (Min. Order 6)
Plus $5 S&H
45 RPM Box $4.50 ea. (Min. Order 5)
PLus $4 S&H
Visa/MasterCard/Choice/American Express

TOLL FREE 1-800-950-JUKE
Title Strip Co.
P.O. Box 333, Riva, Maryland 21140

CALL THE 'EXPERT'

Frank "The Crank" Seninsky
President

Alpha Omega Sales
6 Sutton Place, Edison, NJ 08817
(201) 287-4990
FAX # (201) 287-3079

Special of the Month

Clean Sweep Jumbo Cranes free dollar bill acceptor

Basketballs-Basketballs

1-Player	$895
1-2 Player	$995

Greyhound & Gamemasters

SUPER "CRANK" SPECIALS

Main Event	**$895**
NARC	**$2795**
Earth Shaker	**$2195**
Double Dragon II	**$1695**
Gold Medalist U/R	**$1295**

"CRANK" SPECIALS:

AfterBurner	$1595	Double Dragon	$1295	Quarterback	$1295
A P B	995	Ninja Gaiden U/R	1595	Quarterback (Team)	1995
Assault U/R	1495	Operation Thunderbolt	Call	Scramble Spirits	1795
Chase H.Q.	2295	Operation Wolf	1895	Super Off Road	Call
Continental Circuit U/R	1295	POW (dedicated)	1595	Tecmo (4 player)	1695
Cyberball	2895	Power Drift	2095	Tetris U/R	1095
Devastator U/R	995				

VIDEO GAMES

Altered Beast	$995
Ajax	695
Blasteroids	995
Boot Camp	995
Cabal UR	1395
Capcom Bowling UR	1195
Contra	995
Cont. Circuit S/D	2495
Danger Zone	995
Dark Adventure	995
Dragon Spirit	995
Forgotten Land	1295
Gauntlet	695
Guerilla War	1295
Gridiron Fight	795
Hat Trick	995
Ikari Warriors	795
Kick & Run	595
Kung Fu Master	595
Max RPM	795
Nemesis U/R	695
Out Run	2195
Pole Position	795
Power Drive	795
PlayChoice 10	1795
Punch Out	695
Quarterback	1295
Ninja Warrior	1795
RoadBlasters	1795
Rolling Thunder	1495
Rastan	695
Rampage	695
Robo Cop	1795
Shinobi U/R	795
Shooting Master	875
Silkworm U/R	795
Space Harrier	895
Super Sprint	1795
Super Contra	1295
Super Hang On Mini	1795
Sky Soldiers U/R	795
Time Soldiers U/R	595
Terra Force U/R	595
Touchdown Fever	995
Vindicator	1495
Viper	1295
World Series	695
Xybots	895
Xenophobe	795

REDEMPTION GAMES

Big Dipper	795
Fantasy Island 4 Player Rotary	2495
Lotto Fun w/hoppers	1795
Skill Dozers	1495
Sonic Triple Crane	1995
Free Fall	CALL
Game Plan Slots	1495
Silver Ski	10,000
New York 2 Player	5,990

PINBALLS

Arena	895
Bad Girls	1895
Big Guns	995
Cyclone	1995
Diamond Lady	1095
Dungeons N Dragons	1295
Genesis	795
High Speed	1195
Hollywood Heat	795
Lost World	1295
Millionaire	895
Party Animal	995
Robo War	1295
Secret Service	995
Space Shuttle	895
Spring Break	995
Taxi	2095
Truck Stop	1995
TX Sector	1295
Victory	1095

ALL USED GAMES ARE GUARANTEED

NEW BASKETBALLS
NEW PUSHERS
NEW CRANES!

Big Choice	Call
Clean Sweep	Call
Single, Super Single and Jumbos	Call
Action Claw	Call

PARALLEL IMPORT CONVERSION KITS

INCLUDES

- ✓ Harness
- ✓ Overlay
- ✓ Controls
- ✓ T-Molding
- ✓ Marquee
- ✓ Instructions
- ✓ 90-Day Repair Warranty
- ✓ 30-Day Money Back Guarantee

FROM $350

Double Dragon I & II ● Heavy Barrel V-Ball ● Cabal ● Capcom Bowling Bad Dudes ● Twin Eagle ● Assualt Superman ● Wonder Boy ● Shinobi Robocop ● Bubble Bobble ● P.O.W. and many more

CALL TOLL FREE 1-800-248-5487

COINDATA, INC.
3026 Owen Dr. Suite 106
Antioch, TN. 37013
In TN call (615) 793-9142
FAX (615) 793-9177

'88 Demo Models & Some Used

Alcohol Breath Analysers

$500 & up

COMMUNIDYNE MOD. 2000 FEATURES:

- * Small investment—quick recovery
- * *IT TALKS!* Voice instructions & results create continuous excitement!
- * 8 colorful visual displays & LED readout
- * Reliable solid-state circuitry identical to that used by law enforcement agencies!
- * ***SAVE BAR OWNERS 10% ON LIQUOR LIABILITY INSURANCE!***

AND MUCH, MUCH MORE!

Call or Write:

COMMUNIDYNE

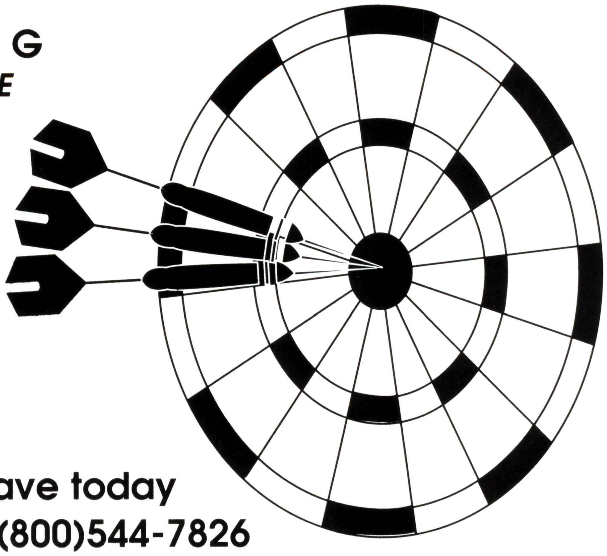
636 Anthony Trail • Northbrook, IL 60062

(312) 498-2444

Sweet DISTRIBUTING

Reconditioned Darts

9401JAMES AVENUE
MPLS, MN 55431



Arachnid 5000's	$345
All Americans	$475
Pub Times	$675
Pubs w/ Cricket	$925

MEMBER AMOA
Amusement & Music Operator's Association

Call Rich or Dave today
(612)881-0511 (800)544-7826
FAX (612)881-0104

M & P AMUSEMENT

658 West Market St. • York, Pennsylvania 17405

(Phil)

(717) 848-1846

FAX # (717) 854-6801

(Terry)
(Mike)

SUPER SPECIALS

(Complete Games)

APB	1095
Ardac H5 changer E8950	1150
Chase HQ	2595
Continental Circuit (u/r)	1650
Continental Circuit (s/d)	2700
Dwarf Den	900
Empire City	395
Gladiator	395
Gold Wing Pinball	750
Legend of Kage	395
NRI 1 & 5 changer	850
Pixel	945
Pixel #903	750
Pixel #905	900
Pole Position I	750
Pole Position II	950
Robo Cop (dedicated)	1850
Super Sprint	1595
Toobin	1245
Twin Eagle	895

DEDICATED P.C. BOARDS W/USED ACCESSORIES

Alien Syndrome	295
Bionic Commando	295
Commando	225
Gondo Mania	295
Ikari Warrior	295
Karate Champ	195
Kung Fu Master	195
yie Ar Kung Fu	100
Victory Road	295

REDEMPTION FOR SALE

Model H Skeeball 13′ w/ticket	$1595
Treasure Island	1295

WANTED

After Burner Sitdown
Cyberball
Dynamo Air Hockey
Out Run Sitdown
Final Lap Sitdown
Galaga 88
Kiddie Rides
New York, New York Pusher
Penny Falls
Silver Skis
Splash Downs
Road Blaster S/D

PINBALLS FOR SALE

Comet	795
Cyclone	1895
F-14	795
Fire	1195
High Speed	1095
Pinbot	1195
Raven	550
Sword of Fury	1550
Taxi	1995

VIDEOS FOR SALE

After Burner (u/r)	1895
Altered Beast	1150
Arkanoid	495
Black Tiger	495
Blasteroids	795
Boot Camp	650
Cheyenne Gun	550
Cross Bow Gun	495
Crown's Golf	600
Double Dragon	1250
Enduro Racer (u/r)	1150
Galaga	550
Gimme A Break	995
Gladiator	395
Gondomania	695
Gunsmoke	395
Hat Trick	895
Hang On	1195
Hang on (ride on)	1995
Heavy Weight Champ	1895
Indiana Jones	695
Ikari Warrior	795
Jailbreak	350
Karate Champ	400
Kung Fu Master	495
Main Event	1000
1943	850
Ninja Warrior	1845
Operation Wolf	1850
Outrun	2050
Paper Boy	1095
Pixel #903	750
Pixel #905	900
Pole Position I	750
Pole Position 2	950
Rampage	750
Rastan	750
Revenge of Doh	500
Ring King	395
Rygar	395
Road Blaster	1650
Shinobi	1095
720°	2050
Shooting Master	995
Silkworm	850
Sky Shark	650
Space Harrier	850
Spy Hunter	650
Street Fighter	1495
Super Contra	1195
Super Hang On (u/r)	1695
Tecmo Bowl	1750
Thunder Blade (u/r)	1550
Time Soldier	550
Trojan	450
Victory Road	695
Vigilante	850
World Series	595
Xenophobe	550

OPERATORS ALERT!

Join the Bubble Bobble and Wonder Boy Trilogy!

- Big Event Golf
- Bubble Bobble 1, 2 & 3
- Wonder Boy 1, 2, & 3
- Double Dragon
- many, many more!

P.C.B.'s at the right price!

CALL COLLECT
Tel: 814-949-3309
FAX: 814-949-3307

APPALACHIAN TRAIL TRADING COMPANY

Only Proven Winners go out this door!

WANTED

Late Model Skee-Ball
and other redemption equipment
Also
Whac-A-Mole
and punching bag games

Call: (601) 693-2484

WANTED

Rowe AMI & Seeburg Jukeboxes

RI-3, RI-5, R-88, R-90, R-91
R-92 & SCD-1, SCD-1A

Call 9-5 EST

(407) 295-1181 Collect
CHARLES MUSIC CO.
Steven or Chuck

---

prizes!

for Jumbo Merchandise!

1-800-992-2388

Software products with simple
Do-It-Yourself instructions;
Just unplug your chip and plug ours in!

"HEARTBURN" Update chips for **Pacman** or Ms. Pacman. Run through our maze & eat hot dogs, pizza, burgers, & taco's for points while avoiding getting hosed down by the firemen . . . . . . **$50.**
Works great along with our
"SPEED - UP" for **Pacman, Ms. Pacman, Jr. Pacman** This single chip makes the Pac character run twice as fast; all the badguys go the same speed! The player does better than he ever has before, but the game doesn't last as long . **$25.**

"TERRORIST" Update chip for **GALAGA** - Changes space-bees into sword-waving soldiers and raving turban-heads . . . . **$25.**
Works great along with our
"RAPID FIRE" for **GALAGA** which makes the player's ship into a machine-gun. Superior firepower allows him to play into higher scenes, but shortens the length of game-play time . . . **$25.**

Order direct from:
TWO-BIT SCORE AMUSEMENTS
11,600 Manchaca Rd. Suite 305
Austin, Texas 78748
512-282-9369

The Game Exchange

CALL TOLL FREE
OUTSIDE OHIO
1-800-848-0110
IN OHIO
1-800-848-1514

We Save You Money

1590 Alum Creek Drive
P.O. Box 09598
Columbus, Ohio 43209-0598
(614) 258-2933
Fax (614) 258-2940

FACTORY CONVERSION KITS

Arch Rival (H)	**Call**
Bottom of the 9th (H)	**Call**
Cabal (H)	**Call**
Capcom Bowling (V)	**Call**
Dynasty Wars (H)	**Call**
Golden Axe (H)	**Call**
Ikari III (H)	**Special**
P.O.W. (H)	**$695**
Prehistoric Isle (H)	**Call**
Tecmo Knight (H)	**Call**
Tetris (H)	**Call**
WWF Super Stars (H)	**Call**

VIDEO GAMES

Super Off Road	**Call**
Mechanized Attack	**Call**
A P B	$1495
Bad Dudes (25″)	Call
Boot Camp	795
Capcom Bowling	1345
Championship Sprint	1995
Chopper I	895
Commando	495
Continental Circuit	1995
Demo Derby	1295
Devastators	1195
Double Dribble	595
Final Round	$1495
Ghostbusters	695
Ghost 'N Goblins	595
Ikari III	Call
Ikari Warrior	995
Jail Break	399
Karate Champ	495
Kung Fu Master	495
Mat Mania	399
Max RPM	1495
1943	895
Operation Wolf	1995
Oscar	995
P-47	$1095
P.O.W.	1295
Road Blaster	1895
Robo Cop	1895
Shanghai Kid	399
Silkworm	995
Sky Shark	895
Speed Rumbler	695
Spy Hunter	995
Tetris	1495
Time Soldier	895
Toobin	1495
Xenophobe	895

USED BOARDS

Alien Sector (H)	$99
Arkanoid (V)	199
Avenger (V)	299
Cabal (H)	995
Champion Baseball II (H)	99
Choplifter (H)	199
Circus Charlie (V)	99
Do Run Run (H)	99
Double Play (H)	495
Elevator Action (H)	99
Frogger (V)	49
Galaga (V)	299
Ghostbusters (H)	299
Gladiator (H)	199
Great Swordsman (H)	99
Gyrus (V)	99
Heavy Barrel (V)	895
Hypersport (H)	$99
Ikari III (H)	895
Iron Horse (H)	199
Jailbreak (H)	199
Jr. Pacman (H)	299
Kung Fu Master (H)	199
Mag Max (H)	99
Main Event (H)	695
Mat Mania (V)	199
Megazone (V)	99
Moon Patrol (H)	49
Mr. Do (V)	49
Mr. Do's Castle (H)	49
1943 (H)	495
Rabbit Punch (H)	299
Rastan (H)	495
Renegade (H)	299
Ring King (V)	$299
Rock & Rope (V)	49
Scramble (V)	49
Section Z (H)	299
Shinobi (H)	795
Silkworm (H)	495
Solar Warrior (H)	199
Speed Rumbler (V)	299
Super Basketball (V)	99
Ten Yard Fight (H)	199
Time Pilot (V)	99
Top Gunner (V)	299
Touchdown Fever (V)	299
Track & Field (H)	99
Up & Down (V)	199
Wonderboy (H)	299
Yie Ar Kung Fu (H)	99

All boards include Pinout . . . Kit Pack—includes harness, graphics, joy sticks, buttons—only $60 with purchase of used board. Quantities of all boards and used games limited.

TRADE-IN YOUR USED P.C. BOARDS—CALL US TODAY

QUANTITY DISCOUNTS

Buy 2 or more
kits or boards and
get a discount—call
for quotes

JULY BONUS FREE

11 Amp Power Supply
with purchase of
any 2 kits.

OUTSIDE OHIO
1-800-848-0110

CALL TOLL FREE

IN OHIO
1-800-848-1514

REPAIR COURSES ON VIDEOTAPE

For video games & pinballs. All courses $29.95 each. Save money! Repair your own games on location! Fix the easy ones; carry the hard to fix ones back to town for repairs. These television classroom videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

Video game monitor repairs and adjustments	$29.95
Video game repairs	29.95
Pinball repairs	29.95
The best money-making techniques I know	29.95
How to use a volt-meter	29.95
How to use an oscilloscope	29.95
How to use a logic probe and logic pulser	29.95
How to solder like a pro	29.95

BASIC ELECTRONIC SERIES

For beginners and technicians alike. The "All About" tapes will teach you nearly everything that goes wrong with each type of part and how to find it.

These tapes and the others in this series are intended to aid you in finding the troubles of medium difficulty that occur.

Even experienced technicians should learn enough from these tapes to repair more equipment every week.

All About resistors	$29.95
All About capacitors	29.95
All About inductors pt. I (includes inductors, transformers, flybacks, pinball coils, solenoids)	29.95
All About inductors pt.II (includes magnetic clutches, relays of all types)	29.95
All about diodes (includes rectifiers, SCR's, triacs, LED's)	29.95
All About transistors	29.95
How to Read schematics pt.I (covers monitors, how to find monitor problems with wiring diagrams, gives symtoms, where to look, covers both Raster Scan & XY monitors)	29.95
How to troubleshoot digital Intergrated Circuits (includes micro processors, what goes wrong & how to find it, how to use the best literature on IC's and where to get it)	29.95

Send payment with order
or add $2.00 for COD

VIDEO REPAIR SCHOOL
P.O. Box 121, Glen, MS 38846
(601)287-1594

VIDEO CONNECTION

100% COMPLETE — FACTORY KITS

ATOMIC ROBO KID	(fabulous graphics)	Call
GOLDEN AX	(hottest new kit)	Call
NINJA GAIDEN	(2 player/simultaneous Absolute Top Earner)	$1,350
DOUBLE DRAGON II	(The Revenge, Now a kit)	$895
P—47	(2 Pl. W W II Fighter Plane Combat)	$795
DOUBLE DRAGON	(Top earning 2 Pl. Karate)	$795
P.O.W.	(2 Pl.-latest hot kit)	$595
BUBBLE BOBBLE	(Top rated 2 pl novelty)	$575
RASTAN	(medieval action adventure)	$495
SKY SOLDIER	(2 pl/siml.-like Sky Shark)	$495
CHINA GATE	(Romstar's finest kit)	$495
THUNDERCADE	(2 player, Motorcycle G.I. Combat)	$495
KAGEKI	(2 Player simultaneous Boxing Action)	$495
SKY SHARK	(airplane "shoot um up")	$475
1943	(2 pl/siml.-hit like 1942)	$475
GHOSTBUSTERS	(2 Player, siml. Haunted Ghost House)	$475
KURI KINTON	(Hottest new Kung-Fu Kit)	$475
TIME SOLDIER	(2 player Ikari Warrior Style-Top Earner)	$395
IKARI WARRIORS	(2 Player Top Rated RAMBO Combat)	$395
BLACK TIGER	(Rastan style Medieval Combat)	$395
TERRA FORCE	(space combat action adventure)	$395
RYGAR	(27 rounds, vivid color & graphics)	$395
RENEGADE	(Street Fight like Double Dragon)	$375
LAST DUEL	(2 pl/simul. aircraft & car)	$375
BALLY BLASTED	(2 pl simul., like Empire City)	$350
VICTORY ROAD	(2 Pl. Siml. IKARI WARRIORS)	$350
EMPIRE CITY 1931	(Shoot Gangsters w/ your gun)	$350
ALCON	(Strong Earning Space Blaster)	$350
BIONIC COMMANDO	(Telescoping Arm and Grappling Hook)	$350
LEGENDS OF KAGE	(Ninja Knives and Throwing Stars)	$295
LEDGENDARY WINGS	(2 Player GALAGA styled Space Advent.)	$295
U.F.O. ROBO DANGAR	(Transformer Robots Gone Wild!)	$295
GHOSTS & GOBLINS	(Zombies in a Haunted Graveyard)	$295
LAST MISSION	(Space Fantasy Adventure)	$275
WORLD SERIES	(Baseball at its best)	$275
FIGHTING GOLF	(Top Golf Game for U/R or Table)	$275
SPEED RUMBLER	(Hot Rod Driving Adventure)	$275
NINTENDO UNISYSTEM	Mother Board	$250
CHOPLIFTER	(Helicopter Hostage rescue drama)	$250
COMMANDO	(WWII combat w/guns & grenades)	$250
JAIL BREAK	(R-Rated Prison Hostage Drama)	$225
EXERIZER	(Latest Hot Space Blaster)	$195
KUNG-FU MASTER	(Top Martial Arts Earner)	$195
TROJAN	(Like Ghosts & Goblins, w/new updated chip)	$195
MISSION 660	(Space Blaster w/ Continuation feature)	$195
RUSH N' ATTACK	(POW Commando Rescue Mission)	$195
NIGHT STOCKER	(shooting, with steering wheel for Sente)	$195
YIE AR KUNG FU	(proven Karate winner)	$150
VS TOP GUN	(Hottest new jet fighters)	$95
VS CASTLEVANIA	(Halloween Haunted Castle)	$95
VS THE GOONIES	(Like Super Mario w/Timer)	$95
VS GOLF	(Excellent Tavern Piece)	$95
VS TKO BOXING	(Like Ring King II)	$75
VS UNI-SYSTEM FOR:	(PAC, MS. PAC, DONKEY, OR JR.)	CLOSEOUT

BUY 2 KITS & SAVE $50 ON MISSION 660 OR RUSH N' ATTACK
BUY 3 KITS & SAVE $100 ON MISSION 660 OR RUSH N' ATTACK

We want to buy Super Mario Bros. and VS Software

Control Panel Button LABEL SHEET - 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.) $29

Buy, Sell or Trade

CALL OR WRITE FOR FREE NEWSLETTER:
"The Conversion Kit Hit Parade-over 200 Kits Listed"

FREE with order of any TWO Kits — Control Panel Button Label Sheet *or* SUPER MARIO BROS. Update Chip

916/678-5189 **916/678-1313**

930 JEFFREY LANE, DIXON, CA 95620

SWITCHING POWER SUPPLY For all VIDEO GAME

- OVERLOAD PROTECTION
- BUILT-IN EMI FILTER
- BEST AFTER SERVICE
- HIGH QUALITY, BOTTOM PRICE
- HIGH EFFICIENCY
- SHORT CIRCUIT PROTECTION ON ALL PRODUCTS

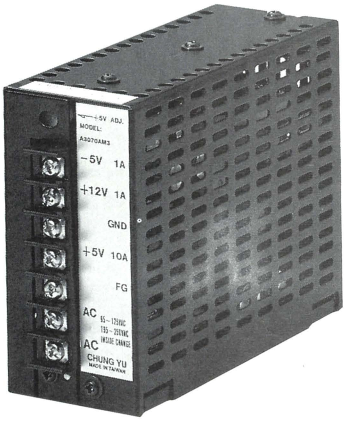
MODEL	AC IN	DC OUTPUT
A3055AM3	95~125V or 195~250V	5V7A/12V1A/−5V1A
A3070AM3		5V10A/12V1A/−5V1A
A3059AM3		5V7A/12VIA/−12VIA
A3074AM3		5V10A/12VIA/−12VIA

SIZE: 50(W)×100(H)×140(D) mm N.W.: 0.6 KG
1.97 ×3.94 ×5.51 inch 1.32LB

FLYBACK
IRON

7 A

10A


+5V ADJ.
MODEL:
A3070AM3
−5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3055AJ3	95~125V or 195~250V	5V7A/12V1A/−5V1A
A3070AJ3		5V10A/12V1A/−5V1A
A3059AJ3		5V7A/12VIA/−12VIA
A3074AJ3		5V10A/12VIA/−12VIA

SIZE: 55(W)×106(H)×162(D) mm N.W.: 0.72 KG
2.17 ×4.17 ×6.38 inch 16LB

FLYBACK
ALUMINUM

7 A

10A

+5V ADJ.
MODEL:
A3070AJ3
−5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3080AL3	95~125V or 195~250V	5V12A/12VIA/−5V1A
A3100AL3		5V15A/12V2A/−5V1A
A3120AL3		5V18A/12V2A/−5V1A

SIZE: 52(W)×124(H)×177(D) mm N.W.: 0.68 KG
2.05 ×4.88 ×6.97 inch 1.5LB

PWM
ALUMINUM

12A

15A

18A

+12V2A
−5V1A
GND
GND
+5V15A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN
R.O.C.
MODEL: A3100AL3

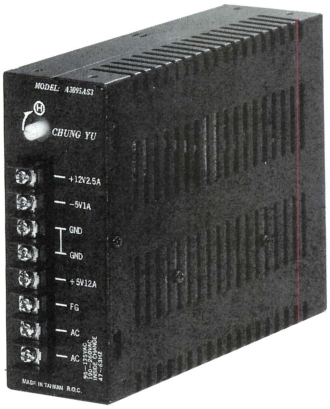
MODEL	AC IN	DC OUTPUT
A3095AS3	95~125V or 195~250V	5V 12A/12V 2.5A/−5VIA
A3100AS3		5V 15A/12V 2A/−5VIA

SIZE: 50(W)×125(H)×156(D) mm N.W.: 0.67 KG
2 ×4.90 ×6.15 inch 1.5LB

PWM
ALUMINUM

12A

15A


MODEL: A3095AS3
CHUNG YU
+12V2.5A
−5V1A
GND
GND
+5V12A
FG
AC
AC
MADE IN TAIWAN R.O.C.

CYE

CHUNG YU ELECTRONICS CO., LTD.

P. O. BOX 30-535 TAIPEI, TAIWAN, R.O.C.
FAX: 886-2-397-1968 TLX: 24451 CYELEC
TEL: 886-2-392-0746, 886-2-341-4596

MARS ELECTRONICS

BILL ACCEPTORS

$1 - $5 - $10 - $20

($1 & $5 ALSO AVAILABLE)

TEKBILT INC. has become a **MASTER STOCKING DISTRIBUTOR** for Mars "Amusement & Games" Bill Acceptors.

HAVE A **RARE** PROBLEM WITH AN ACCEPTOR?

We have an IMMEDIATE EXCHANGE policy!

- * Great Price - Great Service - Same day shipping!
- * Let the quantities we purchase save you money!
- * Distributor and OEM inquiries invited!

CALL US TOLL-FREE TODAY!

★ ★

TEKBILT inc

Huntingdon Valley Industrial Center
3979 Mann Rd.
Huntingdon Valley, PA 19006
(215) 322-3232
FAX (215) 322-3238

1-800-666-7776

INTRODUCTORY SPECIAL!

New 27″ Monitor

WITH FRONT CONTROLS

— Fits Any 25″ Cabinet —

$349.00

SHARP IMAGE ELECTRONICS

9834 Glenoaks Blvd. • Sun Valley, CA 91352
LOCAL PHONE: (818) 767 8855
1-800-448-8100

GALAXY DISTRIBUTING

401 S. Elgin • Tulsa, OK 74120
1-800-678-7665 • Fax: 918-584-4168

NEW KITS — Call for prices
U.S. Classic, Capcom Strider, Capcom Bowling, Nastar Warrior

USED KITS — WORKING PERFECTLY —

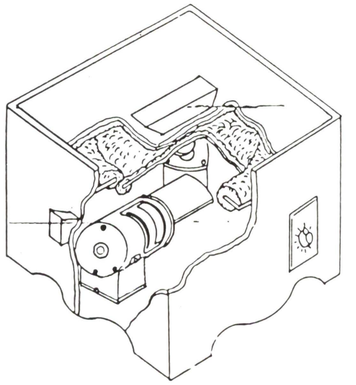
KIT INCLUDES BOARD & MARQUEE (+ MONITOR GLASS IF AVAILABLE)

Bad Dudes	$845
Altered Beast	645
V-Ball	645
P.O.W.	595
Pyros	495
1943	395
Alien Syndrome	349
F-1 Dream	295
Rygar	295
Tiger Heli	295
1942	295
Victory Road	275
Ring King	199
Xevious	199
Kung Fu Master	199
Breakthru	199
Berm. Triangle	199
Alpha Mission	199
Ghost 'N Goblin	195
Terra Cresta	195
Express Raiders	195
Fire Trap	195
Empire City	195
Jailbreak	195
Mat Mania	149
Gunsmoke	129
Megazone	99
Motorace	99
Megaforce	99
10 Yard Fight	79
Gyrus	79
Moon Patrol	59
These Games Come With Special Controls	
Guerilla War	450
Birdie King II	395
Crowns Golf	395
World Series	395
Time Soldier	350
Ikari Warriors	345

Call for best price on NEW & USED games-LARGE SELECTION

MR. "BALL POLISHER"

ONLY $395.00



90-Day Money-Back Guarantee make the balls look shiny and new!
1 Year Warranty On Motor.

RANDY FROMM'S

ARCADE SCHOOLS

THE ORIGINAL!

ACCEPT NO SUBSTITUTIONS!

VIDEOTAPE TRAINING SERIES

Program #1 Basic Electronics — Approximately 30 minutes — $29.95

An introduction to basic electronics as it relates to electronic games. No heavy math or theory . . . Just a commonsense look at electronics and electronic terminology.

Program #2 Semiconductors — Approximately 30 minutes — $29.95

Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95

Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95

The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95

The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

Please send me the following tapes:

[] Program #1
[] Program #2
[] Program #3
[] Program #4
[] Program #5

[] I am enclosing payment in full.

[] Please send C.O.D.

Please make checks payable to:
Randy Fromm

Name:____________________ Address:____________________

City:____________________ State:__________ Zip:__________

Randy Fromm's Arcade Schools • 7960 Culowee Street • La Mesa, California 92041 • (619) 697-4035

PCB PRICES

GHOULS 'N GHOSTS	$1195
ROBO COP	$895
DRAGON NINJA (Bad Dudes)	$795
TETRIS	$795
P.O.W.	$695
ALTERED BEAST	$595
MAIN EVENT	$595
RASTAN	$595
R-TYPE	$595
ARMED F	$595
FAIRYLAND STORY	$295
IKARI WARRIORS	$299
MY HERO	$295
WONDERBOY IN MONSTERLAND	$380
ARKANOID	$325
TROJAN	$295
MANIA CHALLENGE	$295
NEMESIS	$295
SPELUNKER 2	$295
SPELUNKER	$250
GUNSMOKE	$250
RUSH 'N ATTACK	$250
CIRCUS CHARLIE	$209
GAPLUS	$195
FINALIZER	$195
YIE AR KUNG FU	$195
EXED EXES	$195
NINJA (PRINCESS)	$195
TIME PILOT	$195
KYROS	$195
GYRUSS	$195
MAT MANIA	$195
KUNG-FU MASTER	$195
SPARTAN X	$195
EXPRESS RAIDER	$195
FIRETRAP	$195
MAG MAX	$195
"VS. TEN YARD FIGHT"	$195
CENTIPEDE	$149
SAMURAI	$99
SUPER BASKETBALL	$99
CHAMPION BASEBALL	$99

$$MONEY$$

Make It With A New Kit

Then Count It With A **K-Coin Scale!**

- Call us now for both! -

K-Coin Scale (demo unit)	$1795
P.C.B.'s . . . call * Kits	call
Electric Coin Counter	$395
HiTron 7A Power Supply	10 for $400
HiTron 11A Power Supply	10 for $430

WE USE THE HIGHEST QUALITY KIT PARTS!

NEW - USED - PCBs - KITS

We Ship Worldwide on your Mastercard/Visa

OWNER-OPERATOR—DISTRIBUTOR-IMPORTER

BILL JOHNSTON

(716) 838-3038 [If busy . . . (716) 834-6064]

Call 7 days a week till **Midnight!**

Johnston's General Store Video Games
11 Greenfield St. • Buffalo, NY 14214
FAX: 716-834-3233 (24-HOURS)
We Ship U.P.S. Red Label — FAST!

TITLE STRIP PROGRAM CO.

200 free title strips with the purchase of the easy-to-use computer title strip program. Print your own song titles. Print a list of all your records at each location . . Over 125 features! $79.95

Call 1-800-950-JUKE (Orders Only)
(301) 956-5846 (For information)
Visa/MasterCard/Choice/American Express

"TITLE STRIP PROGRAM CO."
P.O. Box 333
"RIVA, MARYLAND 21140"

WANTED

Experienced Video Technician

for West Coast of Florida

Chain Arcade Operation
With 5 locations (200 + machines)

Please send resume with salary history in strict confidence to:

7-A
Play Meter Magazine
6600 Fleur de lis
New Orleans, LA 70124

EXCEPTIONAL VALUE MFG. DIRECT PRICING

QUALITY UNITS
MADE IN U.S.A.

* * CRANE BRIDGE MECHANISM * *

(BELGIUM STYLE)
P/N C-23-W
FULLY ASSEMBLED, WIRED & TESTED
NOT JUST A BASKET OF PARTS

$219.00 ea. 1 & up

* * * * * CRANE KITS * * * * *

P/N K-23-X
(INCLUDING)

ABOVE ASSEMBLED WIRED & TESTED BRIDGE, MICROPROCESSOR BOARD, POWER SUPPLY, 2 COIN MECHS., JOY STICK, COUNTER, LED DISPLAY TRANSFORMER, WIRING HARNESSES, AND INSTRUCTION MANUAL.

$575.00 ea. 1 & up

1-800-621-0660

(ORDERS ONLY)

TERMS: CHECK OR MONEY ORDER + 15.00/UNIT HANDLING WE PAY SHIPPING 48 STATES UPS GROUND ONLY (C.O.D. ORDERS 5.00/UNIT HANDLING + CODE SHIPPING CHARGES)

WOLVERINE DISTRIBUTING
P.O. BOX 4999
CHICAGO, ILL 60680

GREEN COIN DISTRIBUTING

4TH OF JULY SPECIALS

Buy Before The Rush!

NEW ARRIVALS

Super Off Road	$3,585	Arch Rival	$2,380
Mechanized Attack	$2,675	Atlantis	$1,850

USED PINBALLS AVAILABLE TODAY!

Jokerz ★ Taxi ★ Swords of Fury ★ Pinbot ★ Time Machine
Space Station ★ F-14 ★ High Speed ★ Big Guns ★ Fire
Comet ★ Millionaire ★ Road Kings ★ Genesis

DEDICATED GAMES FROM OUR ROUTES

Operation Wolf	$1,885	Continental Circuit	$1,850
Robocop	$1,770	Ikari III	$1,660
Double Dragon II	$1,750	Devestators	$1,450
Guerrilla War	$1,375	Super Contra	$1,280

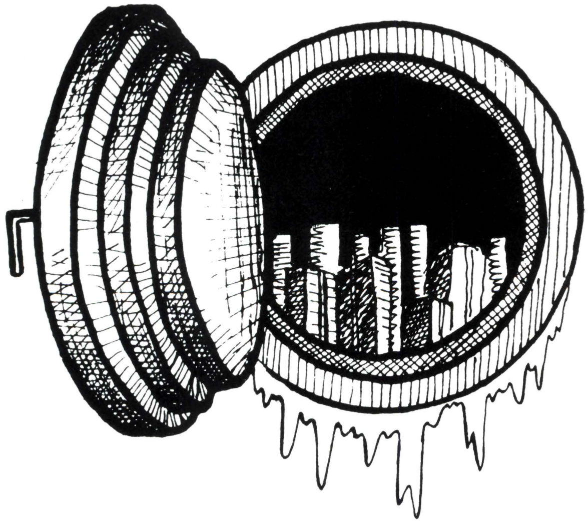
PLUS MANY MORE!

NEW KITS

Prehistoric Isle ★ Golden Axe
Bottom of the 9th ★ Tecmo Knight

USED VIDEO CARD GAMES

Electrosports ★ Merits
Omega's ★ Kramer's ★ SMS



**$AVE
COLD
HARD
CA$H**

"In The Operating Business Over 30 Years"

3701 I-55 SOUTH – JACKSON, MISSISSIPPI – (601) 371-1000, ASK FOR JAN
627 MONROE – MEMPHIS, TENNESSEE – (901) 521-1234, ASK FOR JAN OR JIFFY
150 JET PORT INDUSTRIAL PK. – MYRTLE BEACH, SC – (803) 626-1900, ASK FOR ROYCE

"You might not like how he says it, but you'll like what you get!" – Jan

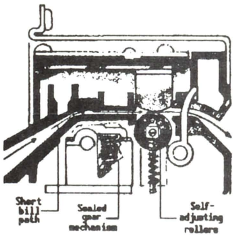
MARS ELECTRONICS

Bill Acceptor

"It's a design that can take it!"

$1, 5, 10, 20

LOTS/10 $349 1-9 $359



CALL TOLL FREE

1-800-248-5487

Coindata, Inc.
3026 Owen Dr. Suite 106
Antioch, TN. 37013
In TN call (615)-793-9142

Distributors Wanted!

We are specialists in gaming PCBs. (Poker, Bingo, Slot, etc.) Original software design protection by custom I.C. or special chip . . . Many special features or remote control functions . . . Full quality guarantee . . . Free software support service . . . Attractive prices . . .

PLEASE FAX INQUIRIES TO:

ROZON INDUSTRIAL CO.

(HONG KONG)

FAX: 852-3-841961

RM803 TAK CHEONG COMM BLDG.
215 PORTLAND ST. KLN
HONG KONG
TEL: 852-3-858479

RIDE, KIDDIE, RIDE!

- EXCITEMENT WITH SAFETY
- HIGHEST QUALITY RUGGED CONSTRUCTION
- PROFESSIONAL PERSONAL SERVICE
- A TOTALLY SELF-CONTAINED SECURITY SYSTEM

Dudley's KIDDIE AMUSEMENTS
P.O. BOX 939, FLORENCE, MS 39073

601-845-7501

Convert Your Countertop Equipment To The Game That Thinks Profits

Super Duper Casino Version XV

Now available in a family of upgrades to convert *Little Casino II* and all other popular countertop models, *Super Duper Casino Version XV* automatically selects games and game parameters to suit the location.

Call now:

1-800-HIT GAME

U.S. GAMES, INC.
Invest in the Best

Top earning countertop games since 1981.

FAX NO.: (404) 446-2211

D & R / Star

*Pioneers of Pool and Dart Leagues
*Nation's Largest Seller of Late Model League-Used Machines
*Member VNEA and NDA

Now shipping location ready:

Arachnid 4500	$525.*
Arachnid 4500 w/ Cricket	$675.

*(3 or More only)

Accessories:

Push Button Kit for 4500	$25.
Valley T6030 Target Assy.	$200.

(Available w/ Game Purchase Only - Installed)

Call Now!

D & R Star (507) 282-6080 Ask for Mike
or
Hanson Dist. (800) 328-2866 Ask for Ray

All orders C.O.D.
Visa, Master Card and Discovery Accepted

NEW

JAMMA/GENERIC WIRE HARNESSES

Normally shipped same day as ordered.

1 thru 5: **$16.50**
6 thru 25: **$15.00**
26 thru 50: **$14.00**
51 thru 75: **$12.50**
76 thru 99: **$10.50**
100 or more: **$9.00**

LOUISE'S HARNESS SHOP
(205) 365-1841 1
LOUISE'S HARNESS SHOP
(205) 365-1841 1

Custom Harnesses for Video, Vending and other requirements made to order. **NEW: DOUBLE MALE PCB** 28/56 with Jamma pinout one side and choice of either 28/56, 22/44 or 18/36 on other side: $12.00. NEW; MALE/FEMALE PCB with JAMMA printout on male side and choice of 28/56, 22/44 or 18/36 female on other side: $15.00. Both type boards have provisions for jumpers from one side to other. Ideal for game conversions. If desired, boards will be wired to your pinout for $5.00 ea. NEW; DOUBLE FEMALE EXTENSION HARNESS, any combination 28/56, 22/44 or 18/36 up to 1 ft. long: $12.00. Discount on quantity orders. Nintendo Monitor Color Conversion PCB, simple installation, instructions furnished: $22. Monitor Board repair: Wells-Gardner 13K/19K, Electrohome G07 and Nintendo Monitor.

LOUISE'S HARNESS SHOP

712 Country Rd. 5B • Prattville, AL 36067
Tel.: 800/365-1941 • 205/365-1841
FAX: 205/365-4435

USED CRANES

THESE WERE TAKEN IN ON TRADE FOR HOLLYWOOD'S NEW JUMBO CRANE

Betsons	$1295
Grayhounds	1095
Smarts	1295

Hollywoods plus a few others
Call

Hollywood Merchandisers

8044 Lankershim Blvd. • North Hollywood, CA 91605

(818) 767-0981

1-800-992-2274

IIDAS™

Video Security System

PROTECTS AGAINST
Vandalism - Unauthorized Entry - Unwarranted Abuse

IIDAS™ engineered by **BRW SYSTEMS** is designed to meet the security demands of companies requiring an anti-theft, anti-tamper security system for coin-operated video equipment. IIDAS™ does not detect normal consumer use or motion — only severe impact, excessive abuse or forcible door entry. An instant alarm will sound for 30 seconds, then reset automatically to detect any further tampering.

We offer (2) models: Model 102KA (key activated) & Model 102DA (door activated).

BRW SYSTEMS

20219 Londelius St. • Canoga Park, CA 91306
(818) 773-0942
- DISTRIBUTOR INQUIRIES WELCOME -

prizes!

Jumbo! **Jumbo!** **Jumbo!**

1-800-992-2388

TALKING VENDOR CO.

P.O. Box 326
Chatham, Ontario
N7M 5K4

Talking Vendor · Trade Mark · Canada · No 266520 · U.S.A. · No 1221491

Talking Vendor · Design Patent · Canada · Des Pat No 48419 · U.S.A. · Des Pat No 272162

FAX (519) 351-7304 Phone: (519) 351-2181

TALKING VENDOR DISPENSES

1.5″ (38mm) Wheel Vends
- 1.3″ (33mm) Capsule
- Large Gum and Candy

1.125″ (29mm) Wheel Vends
- Gum and Candy

Adjustable Merchandise Wheel Vends
All types of small bulk items.
Coinage Size up to 1.25″ (32mm)
Machine Size - Height 25″ (63.5cm);
Width 8″ (20.3cm); Depth 8″ (20.3cm)
Custom Sounds - Can have your own record made to say anything for 5 seconds. Up to 4 different sayings on each side.

"NOW AVAILABLE IN GOLD"

DISTRIBUTORS WANTED
Some states and countries open

YOUR SOURCE

FOR

1.3″ Capsules
(Mixed Colored Tops With Clear Bottoms)
Filled or Empty

Rings in Holders
Bulk or Assembled
- **Mixes**
- **In-Capsule-Items**
- **Rings & Holders - Bulk & Assembled**

Our All New
2.3″ Round
Clear Capsule
Both Halves Same For
$1.00 Items
.50 Items
.25 Feature Items
Cranes, etc.

2.3″EMPTY CAPSULES

NOW AVAILABLE

MARS ELECTRONICS®

Bill Acceptors

INSERT
$1, $5, $10 OR $20 BILL
INSERT BILL FACE UP

LOW DENOMINATION

Accepts $1 and $5 bills
Only **$359⁰⁰** (Includes retrofit kit)

HIGH DENOMINATION

Accepts $1, $5, $10 and $20 bills
Only **$419⁰⁰** (Includes retrofit kit)

VOLUME DISCOUNTS AVAILABLE

This Product is supported
by a Nationwide Service Network

D.C. VENDING
Distributing Company
1·800·432·8363
1·904·260·3034
P.O. DRAWER 56888
Jacksonville, Florida 32241

WANTED
Kiddie Rides
We Will Pick Up
(309) 788-0135

WANTED
Whac-A-Moles
We Will Pick Up
(309) 788-0135

WANTED
Skee-Balls
We Will Pick Up
(309) 788-0135

WANTED
Arm Wrestlers
We Will Pick Up
(309) 788-0135

WANTED
Punching Bags
We Will Pick Up
(309) 788-0135

WANTED
Egg Machines
We Will Pick Up
(309) 788-0135

WANTED
Bowlers
We Will Pick Up
(309) 788-0135

WILL BUY ANYTHING
(309) 788-0135

WE'LL BUY ANYTHING!
WE SELL EVERYTHING!
WE'LL ALSO TRADE WITH YOU!
WE ONLY DEAL IN USED & REBUILTS

ARCADE SPECIALITY AND NOVELTY ITEMS:

- Whac-a-Mole
- Skee-Balls
- Water Guns
- Cartoon Machines
- Balloon Machines
- Hockey Games
- Scales
- Name Stampers
- Boom Balls
- Shuffle Alleys
- Bowlers
- Bowler Rollers
- Roll-Down Games
- Quiz Machines
- Analyzers
- Arm Wrestlers
- Punching Bags
- Knock Downs
- Reaction Machines
- Grip Testers
- Love Testers
- Astrology
- Tin Can Alley
- Dollar Bill Changer
- Parrot/Chicken/Egg Machines

This is only a partial list.

WE *DO NOT* DEAL IN VIDEOS, PINS, JUKE BOXES, CRAINS AND POOL TABLES

KIDDIERIDES

BUY KIDDIERIDES FOR 1/2 PRICE

Look at every Kiddieride company's brochure. Check their retail prices, select any of their rides, then call us and compare. You can buy refurbished rides from us for approximately 1/2 price of what they sell for new.

PRICES START AS LOW AS $395.

All rides are working and ready for installation. Choose from our large, varied selection. Because our sales volume is high, we can offer the lowest prices. Enjoy one-stop shopping. Call, tell us what you want, and chances are we can ship the same day.

PRICES DEPEND ON CONDITION. BETTER RIDES COST MORE,
NOT-AS-GOOD RIDES COST LESS

CARNIVAL AND PARK EQUIPMENT (MAJOR RIDES) BOTH TRAILER MOUNTED AND STATIONARY

We'll buy, sell, trade or refurbish ***any*** major amusement ride. Due to the magnitude, scope and size of this equipment, simply call us and let's discuss your requirements.

ANTIQUE & NOSTALGIA EQUIPMENT

At the level of volume and the wide geographic scope we serve, on many occasions we have acquired numerous antiques and nostalgic pieces of amusement equipment. Because of this and because so many people are looking to sell, purchase or collect this type of equipment, we have expanded our services now to include these types of items.

CONTRACT REFURBISHING

If you have any amusement equipment or item (no matter how small or large) let us bid on your needs and requirements (chances are we can refurbish it to look like new and save you thousands of dollars.)

WE SELL THE BEST FOR LESS
WE SELL LESS THAN THE BEST
FOR LESS YET!

I'LL GIVE YOU A LITTLE CASH FOR YOUR TRASH
I'LL GIVE YOU A LOT MORE CASH IF IT'S BETTER THAN TRASH

All refurbished equipment – 100% WARRANTY – For 30 days on everything, plus new 5-month 50/50 warranty.

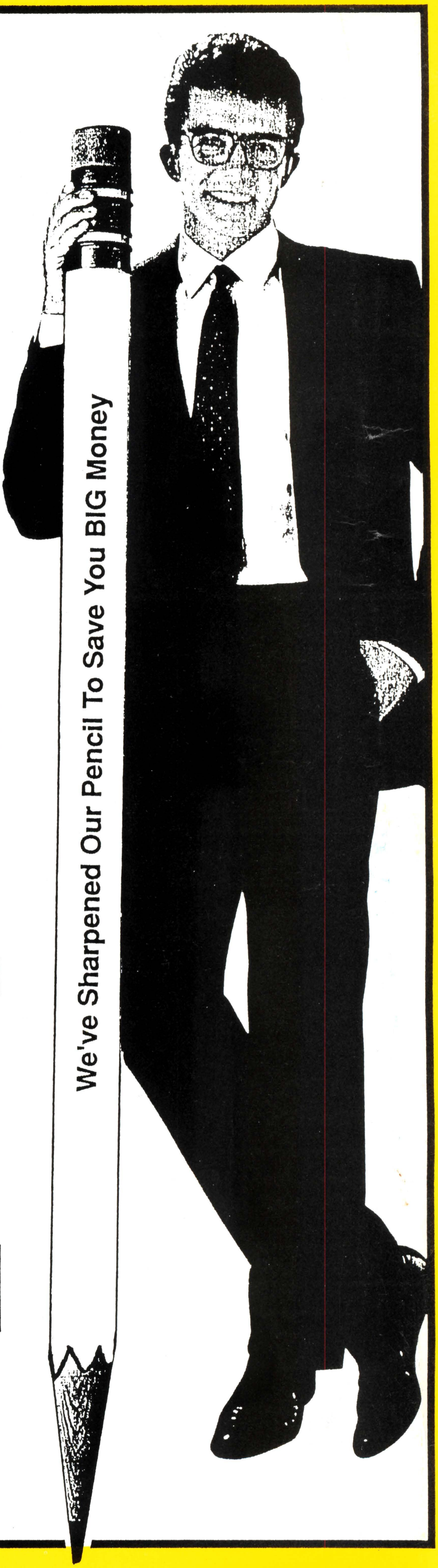
We Pickup & Deliver Anywhere in the U.S.A.

THE AMUSEMENT
EQUIPMENT EXCHANGE, INC.

1203 FIFTH AVENUE ROCK ISLAND, IL 61201

CALL (309) 788-0135

VISIT OUR PLANT AND SEE OUR LARGE SELECTION WE'LL PAY FOR YOUR AIRPLANE TICKET (CALL FOR DETAILS)


We've Sharpened Our Pencil To Save You BIG Money

"ASK FOR" SPECIALS:

FOR THESE PRICES, REFER TO THIS AD!

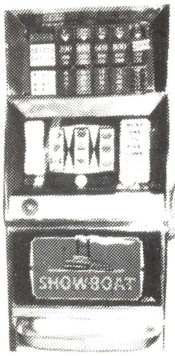
Free Mug!
WITH ALL $50 ORDERS

TUBES (New/Rebuilt)	
13″ and 15″	$79.95 +
19″	99.95 +
CONVERSION ITEMS	
P505 10Amp Power Supply	$39.95
P505 15Amp Power Supply	49.95
Joysticks (leaf Switch)	7.95
In lots of 12	6.95
Joysticks (Micro Switch)	11.95
In lots of 12	9.95
Rotary Joysticks	29.95
In lots of 12	26.95
Cherry Microswitches	1.25
In lots of 25	.99
Push Buttons (100 Mixed)	24.95
Micro Switch Push Buttons	1.95
L/25, 1.75 L/50, 1.65 L/100,	1.55
Replacement Control Panels Specify game/hole pattern	12.50
OVERLAYS	
Generic	$11.95
Mix or match: Rainbow, blue & silver, galaxy, pyramid, sunrise. In lots of (12)	9.95
Solid Colors: Blue, red, black & green	8.95
In lots of (12)	7.95
Mr. Do! Overlays	3.95
Centipede Overlays	18.95
Asteroids Overlays	12.95
Elevator Action Overlays	14.95
OTHER ITEMS	
40mm Padlock	$2.95
Double Door Hasp	14.95
Box of 1000 Quarter-wrappers	2.50
Case of 25,000 Quarter-wrappers	56.00
Bag of 1000 Wire Ties	12.50
Coin Meters	3.95
Track Ball Roller Sets:	
For Centipede	5.95
For Millipede	6.95
Roller Bearings	2.25
Fans (3″ or 5″)	9.95
Video Cabinets (new & empty)	
Uprights	75.00
19″ table	125.00
Countertops	100.00
Multi-game Systems	
3-in-1	199.00
4-in-1	329.00

USED PARTS:
We have the largest selection of used PCBs in America! We buy and sell — Call us now for our up-to-date pricelist.
Complete Game Repair Service
Monitors, PCBs, Power Supplies, etc!
1-DAY TURNAROUND AVAILABLE!

Eldorado Products
14816 Main Street
Gardena, California 90248

(213) 516-9525
FAX 213-516-7058



CREDIT ONLY

WE ARE BALLY CONVERSION SPECIALISTS
We furnish amusement only machines on any coin or payout combinations

ROYAL BELL, LTD.
5776 LAMAR ST / PM ARVADA, CO 80002
1-800-525-8694
303 431-9266 FAX 303 431-6978

SEND FOR FREE BROCHURE ON VINTAGE SLOT MACHINES

DOUBLE DRAGON II KITS

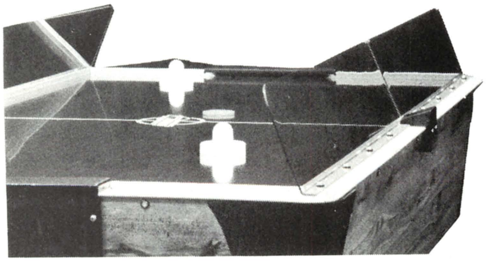
FACTORY LEGAL — including header control panel overlay, side decals, buttons, joysticks, harness, P.C. board

PRICE — $999.00

INTER-SPACE VIDEO SALES, INC.
4900 Warehouse Way, Suite 10
Sacramento, CA 95826

(916) 386-0214 • FAX (916) 386-0149

THE PUCK STOPS HERE!!! The Original
AIR HOCKEY SAFETY SHIELD:



- Practically eliminates table-side injuries & costly property damage!
- Doesn't affect table play!
- Installs in 15 minutes with only a screwdriver.

ALSO AVAILABLE FOR U.S. BILLIARDS!

INCREASES PLAYER APPEAL!

ARCADE TESTED!

100's IN USE
THROUGHOUT THE UNITED STATES & CANADA

LIFETIME REPLACEMENT GUARANTEE . . .
against breakage due to puck or mallet strikes.

(Made From Virtually . . .
***INDESTRUCTIBLE SPACE-AGE MATERIAL!*)**

ORDER TODAY!
(817) 776-7507 Larry Burns/Mary Harrington

We want to buy
SUPER MARIO BROS.
and
VS SOFTWARE
(916) 678-5189
(916) 678-1313
VIDEO CONNECTION

AMOA Expo '89

September 11-13, 1989

Las Vegas Hilton

---

prizes!

for toy professionals!

1-800-992-2388

NEW

Mars Electronics

$1 $5 $10 $20

Bill Acceptors

$340⁰⁰ each

Discount for quantity purchase.

1-800-747-7667

WANTED . . . TOP USED

KIDDIE RIDES

Call KIDDIE RIDES U.S.A.

Joe DeMarsico

1-800-448-6888

COMPLETE FACTORY KITS

Golden Axe	CALL
Bottom of the 9th	CALL
Ikari III	1095
Truxton	995
Final Round	895
Cobra Command	795
Devastators	545
Sky Soldiers	495

FACTORY BOARDS

(price includes harness and board holder)

Splatter House	1045
Ikari III (*)	895
Cabal	895
Double Dragon II	895
Robo Cop	895
Image Fight	895
Ninja Spirit	795
Atomic Robo Kid	695
Shinobi	645
Double Dragon	595
Blasteroids (**)	395

(* with sticks)
(** with dials)

(Quantities limited)

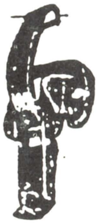
Red Baron of Ohio
1-800-331-3766

MONITOR GET-WELL KIT

Saves you time & money on monitor repairs. Kit contains 17 parts which most often fail in the Electrohome G07-CBO and G07-FBO monitors. Kit eliminates picture warping, smearing, blacking out and many other problems. $7.95 ea. L/10 $6.95 ea. We pay S&H. Zanen Electronics – (806) 793-6337

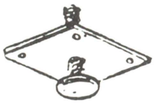
TELL 'EM YOU READ IT IN THE 'METER

CABINET MAKERS LOOK TO A-1 Products for quality and LOW PRICE!

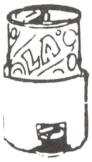


LATCH & STRIKE
heavy duty of control panels, etc.
Easy to catch strike plate
Ask for style S-14

QUANTITY
PRICES
AVAILABLE

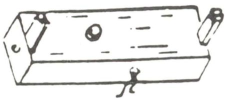


CABINET & LEG LEVELERS
Heavy 1/8 inch plate
3/8 inch bolt that won't break.
Will slide easily on tile, cement or wood floors. Measurements: 1/8x2 1/2x2 1/2 inches. Plate extruded to stabilize bolt. Style C-1

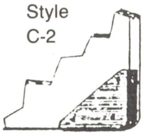


CUP—CAN—COIN HOLDER
An asset to any game cabinet.
Tough, durable molded black plastic construction.

LIGHT FIXTURE, 18 inch



with starter.
SALE PRICED!



Style
C-2

7 x 3 1/2 inches

CABINET CORNER PROTECTOR
Steel reinforcement for pressed wood game cabinets.
Protect corners on front or back of game
Very affordable prices.

Phone us for more information
1-800-STANS-A-1 (1-800-782-6721)
(919) 728-5311
A-1 PRODUCTS
Rt. 1 Box 654A, Hwy. 101
Beaufort, NC 28516

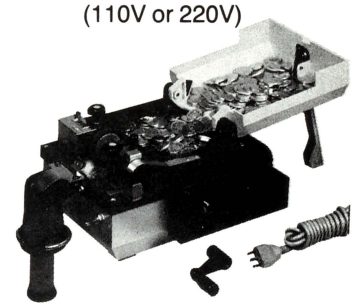
PICTURE YOUR AD HERE!

Call
Carol Lea
504-488-7003

BELITA COIN COUNTER

- Lightweight (only 9 lbs)
- Portable
- Inexpensive
- Beautiful
- Long lasting
- Fast & easy to use with automatic stop
- Coin tray support bag holder

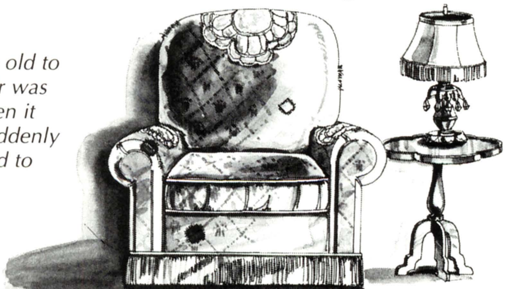
FOR SAMPLE SEND CHECK
Manual — $395 Electric — $495
(110V or 220V)



For details contact:
RH BELAM COMPANY INC.
530 Hempstead Turnpike
West Hempstead, New York 11552
(516) 292-2670
FAX: (516) 486-0957

"I'm too old for this."

" I thought I was too old to exercise. This chair was my best friend. Then it came to me... I suddenly realized I'm too old to just sit around."



Staying active can help you stay healthy, no matter your age. If you're an older adult, check with your doctor first. Then exercise regularly, three times a week for at least 20 minutes.

Whether you walk, swim, or ride a bike, exercise can strengthen your heart, muscles and mind. And help you enjoy life longer.

Fitness is feeling GREAT!

For a free copy of "Pep Up Your Life," a joint publication of the President's Council on Physical Fitness & Sports and AARP, write: Fitness, Dept. 125, Washington, DC 20001

The President's Council on Physical Fitness and Sports

THE CALENDAR

July 20 21 22
Sixth Annual Billiard Congress of America International Trade Show, Nashville Convention Center. Contact Continental Productions (619) 278-3877.

July 21 22
Pennsylvania Amusement and Music Machine Association (PAMMA) Annual Meeting and Trade Show, Seven Springs Mountain Resort, Champion, Pa. Contact PAMMA (717) 232-5322.

August 18 19 20
Amusement and Music Operators of Tennessee Annual Meeting and Trade Show, Nashville, Tenn. Contact Gordon Archibald (901) 377-3525.

August 24 25 26
Wisconsin Amusement and Music Operators (WAMO) Fall Conference, Civic Center Inn, Eau Claire, Wis. Contact WAMO (414) 529-4704.

September 4 5 6 7 8
Randy Fromm Arcade School technical training session, Las Vegas, Nev. Contact Randy Fromm (619) 697-4035

September 11 12 13
Amusement and Music Operators Association (AMOA) Expo '89, Las Vegas Convention Center, Las Vegas Hilton. Contact AMOA (312) 644-6610.

September 21 22 23
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323.

September 25 26 27 28 29
Randy Fromm Arcade School Technical training session, Orlando, Fla. Contact Randy Fromm (619) 697-4035.

October 12 13 14 15
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, McCormick Place, Chicago, Ill. Contact NAMA (312) 346-0370.

October 20 21 22
North Carolina Coin Operators Association (NCCOA) Annual Convention and Trade Show, Marriott Executive Park Hotel, Charlotte, N.C. Contact Bobby Earp (919) 584-4833.

November 2 3 4
West Virginia Music and Vending Association (WVMVA) Annual Expo and Convention, Ramada Inn, South Charleston, W. Va. Contact WVMVA (304) 949-3289.

November 6 7 8 9 10
Randy Fromm Arcade School technical training session, Chicago. Contact Randy Fromm (619) 697-4035.

November 15 16 17 18
International Association of Amusement Parks and Attractions (IAAPA) 71st Annual Convention and Trade Show, Georgia World Congress Center, Atlanta, Ga. Contact IAAPA (703) 671-5800.

International

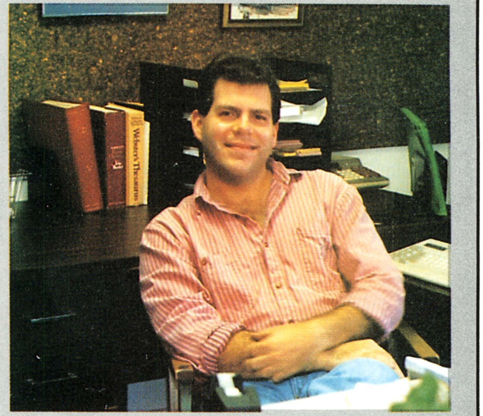
September 28 29 30
Fer '89, Spanish Amusement Trade Show, Palacio Alfonso XIII, Recinto Ferial, Barcelona, Spain. Avda. Diagonal, 474-08006 Barcelona. Telex 50 227, Tel. (93) 218 58 50, Fax (93) 415 00 95.

1990

March 9 10 11
American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), The Hyatt in Chicago. Contact W.T. Glasgow, Inc. (312) 333-9292.

ADVERTISERS INDEX

A & A Company	78, 113
AMOA	130
ACME	109
American Technos	79
Arjay Exports	50
Atari Games	Cover 4
Atlantic & Pacific Amusements	97
Bally Midway Games	35
Bob's Space Racers	38
BO-CON Mfg.	112
Capcom	Cover 2
Carson City Mfg.	37
Data East U.S.A.	25, 73-74
Deltronics Labs	110
Drew's Distributing	27
Design Plus Industries	12
Dynamo	7
Fabtek	61
Happ Controls	4
Hoffman & Hoffman	106
Jaleco U.S.A.	85
Kiddie's of Florida	64
Konami	55-56
Laramie Interest	33
Leland Corp.	15
Mali & Co.	113
Mardi Gras Plush	12
Mayoni Enterprises	129
Merit Industries	11
New Orleans Novelty	78
Nintendo	19-20, 99-100
Pearson Plush, Inc.	124
Penn Ray Sutra Corp.	75
Playfair Shuffleboard	84
Plush-4-Play	108
P.M.I. Toys & Novelties	59
Randy Fromm's Arcade School	108
Ray Dequenne, Sr. Dist.	91
Rodger Williams Mint	120
SMS	Cover 3
Smart Industries	63
SNK Corp. of America	5, 81
U.S. Games	23
Van Brook of Lexington	38
Vari-Tech Co.	124
Williams Electronics	29-30



Playing revisionist history

Throughout history, men and nations have resorted to violence as an ultimate solution to their disputes. When Aaron Burr and Alexander Hamilton could not settle their differences verbally in 1804, they resorted to the only honorable recourse: a duel. A bullet from Burr's pistol ended their impasse, costing America one of its greatest statesmen.

And really, wouldn't you have thought that the English and the French could've reached an accord to end the Hundred Years War after it was the Two Years War or Eight Years War? I mean, I've heard of divisive issues and strong differences of opinion, but *fighting for 100 years?* It boggles the mind to think of the unnecessary carnage.

It occurred to me that these and other famous historical conflicts could've been avoided had coin-op amusement equipment been around then. Think about it.

The French are celebrating the 200th anniversary of the French Revolution, but it may not have ever come to pass had their been video games to quell the angry mobs. The aristocratic operators could've set the games on four plays for a franc, with ''free play'' hour from 1 to 3 p.m. ''Hey Jacques, put down your club! Pierre LaTour just installed a new game, *Le Cafe de Paris*, in his arcade,'' one can imagine hearing. Marie Antoinette's famous quote about the *bourgeoisie* would've then been, ''Let them maneuver joysticks.''

Or how about the Civil War. Jefferson Davis could've gathered representatives from all of the Southern states and said, ''Look, I don't think we're gonna be able to work things out with Lincoln and them damn Yankees. We could secede from the Union, but things could get messy and lead to war. Tell ya what. Me and Robert E. Lee are gonna issue a challenge to ole' Abe and U.S. Grant. I want Lincoln's butt on the electronic darts board; Lee can whup Grant at pinball any day of the week.''

Not knowing that Lincoln and Grant participated in Washington, D.C., leagues, the Southern pair were soundly defeated. The headlines screamed: ''WAR AVERTED WHEN TEAM NORTH BEATS TEAM SOUTH AT DARTS AND PINBALL; SLAVERY ENDS.''

Jumping ahead to present-day conflicts, wouldn't it be great if iron-handed, oppressive swine like Castro, Noriega, Ortega and their ilk could be ousted from power if they lost a coin-op challenge match? I can see all of them now in their army fatigues, being chased like dogs down the streets of their respective capitals. Chants of ''Hey Fidel, you stink at darts'' and ''Should've bought a pinball machine with the drug money, Manuel'' filling the air. What a glorious sight!

As this was being written, the student unrest in Communist China had not yet subsided. Beijing's Tiananmen Square was packed with students clamoring for democracy and the removal of leaders Li Peng and Deng Xiaoping. Think of the potentially massive student/soldier violence that could be spared if a student was allowed to play old fossil Deng in video, with the winner choosing China's form of government. It wouldn't take a fortune cookie to predict the outcome of such a scenario.

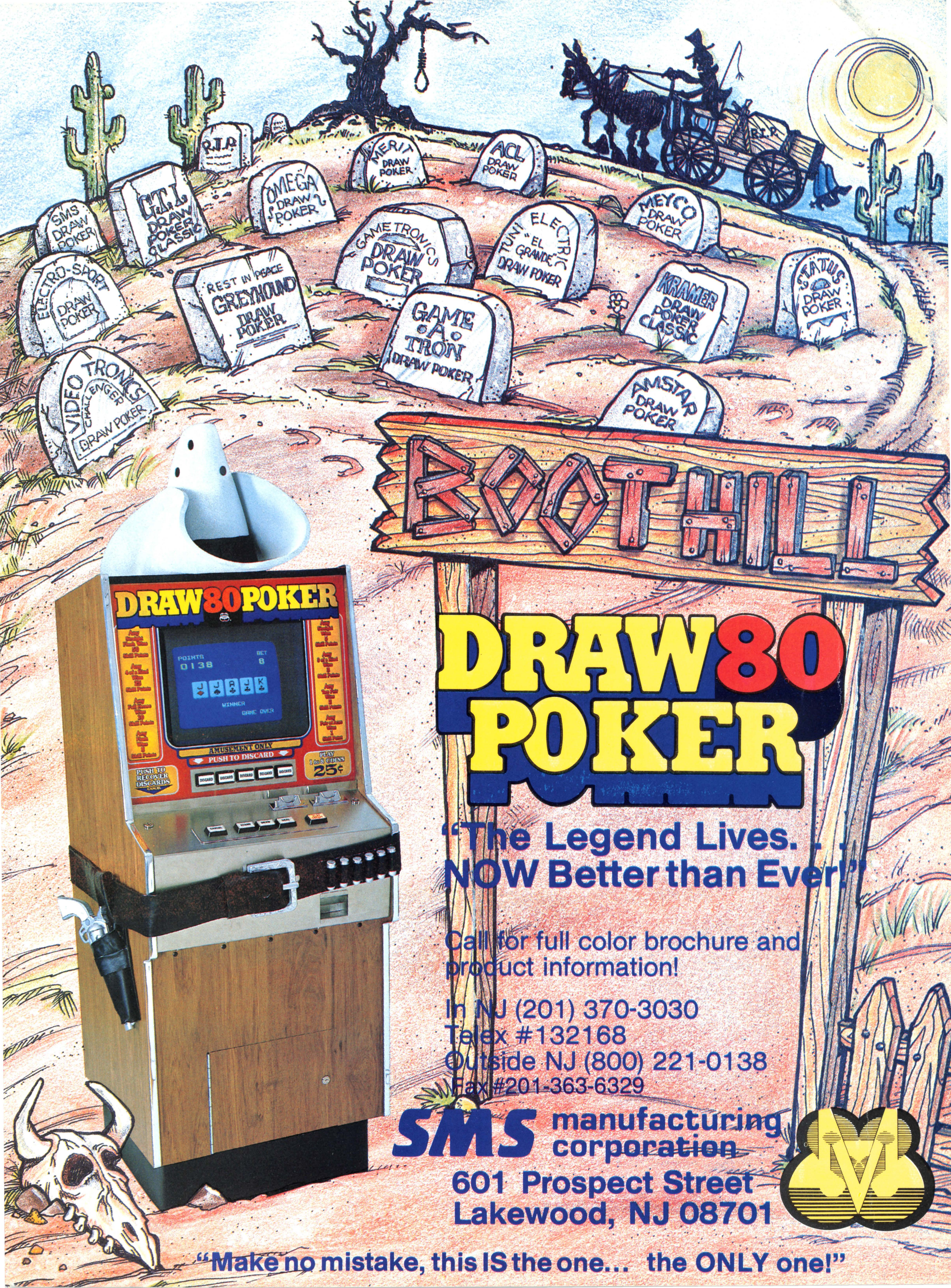
In the same vein, how about a citizen of Soviet-controlled Georgia squaring off against Gorbachev in a game of *Tetris*? If Gorby loses, he must remove that purple blotch from his scalp and award the Georgians their sovreignty.

There's one more I'd love to see: a video game called *Ayatollah*, where...oh nevermind. I don't want that lunatic sending hit squads after me *a la* Salaman Rushdie.

That's my brilliant answer to world peace: extend a roll of quarters instead of an olive branch. ''CAIRE WINS NOBEL PEACE PRIZE WITH REVOLUTIONARY IDEA.'' Yes, that does have a nice ring to it.

Christopher Caire

Christopher Caire
News Editor


SMS DRAW POKER
C.T.I. DRAW POKER CLASSIC
R.I.P.
OMEGA DRAW POKER
MERIT DRAW POKER
ACL DRAW POKER
R.I.P.
MEYCO DRAW POKER
ELECTRO-SPORT DRAW POKER
REST IN PEACE GREYHOUND DRAW POKER
GAMETRONICS DRAW POKER
TUNI ELECTRIC "EL GRANDE" DRAW POKER
KRAMER DRAW POKER CLASSIC
STATUS DRAW POKER
GAME-A-TRON DRAW POKER
VIDEO TRONICS CHALLENGER DRAW POKER
AMSTAR DRAW POKER
BOOT HILL
DRAW80POKER
POINTS 0138
BET 8
WINNER
GAME OVER
AMUSEMENT ONLY
PUSH TO DISCARD
PUSH TO RECOVER DISCARDS
DISCARD
PLAY 1 to 8 COINS 25¢

DRAW80 POKER

**"The Legend Lives. . .
NOW Better than Ever!"**

Call for full color brochure and product information!

In NJ (201) 370-3030
Telex #132168
Outside NJ (800) 221-0138
Fax #201-363-6329

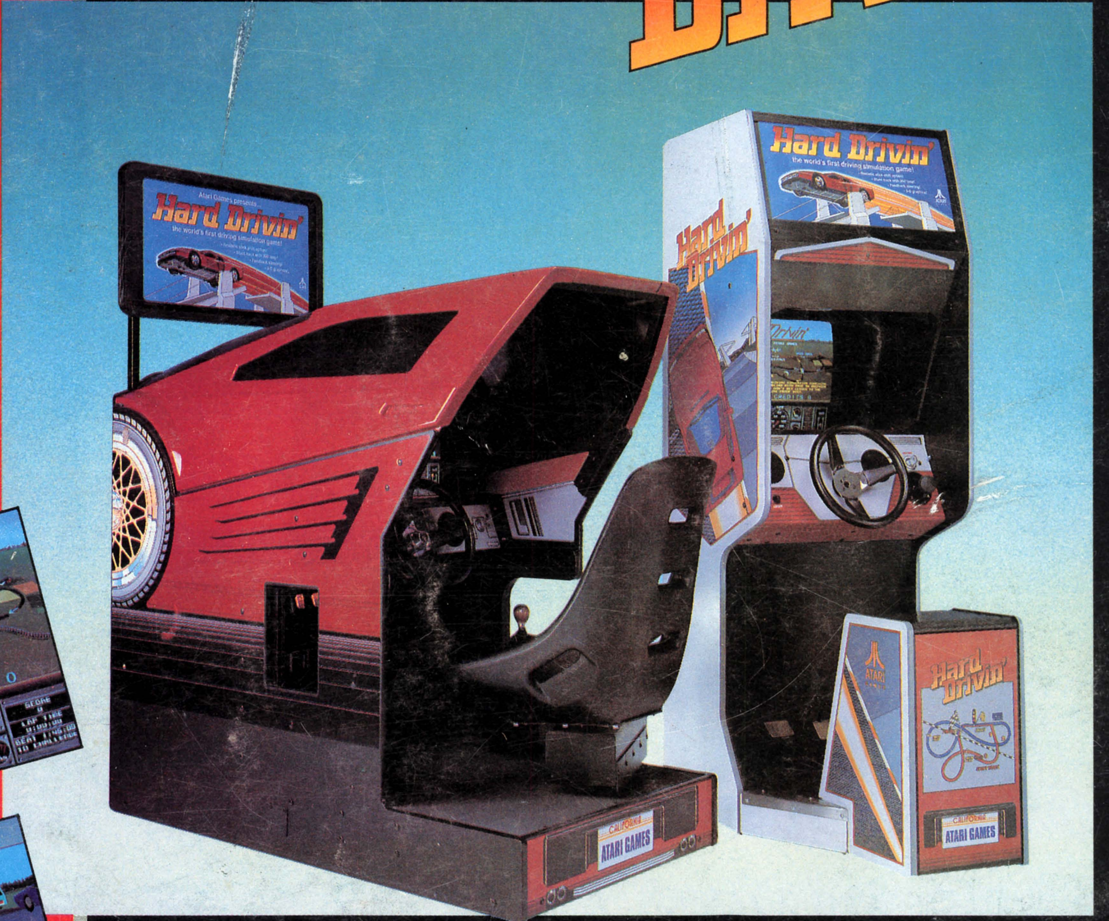
SMS manufacturing corporation
601 Prospect Street
Lakewood, NJ 08701

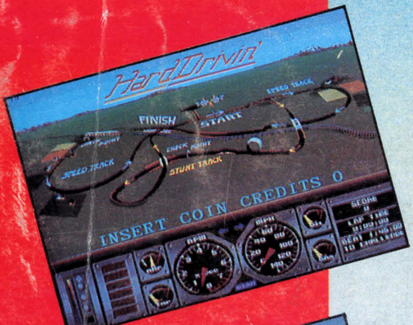
"Make no mistake, this IS the one... the ONLY one!"

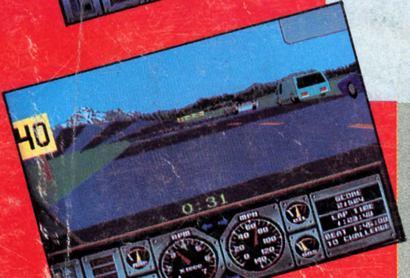
Hot off the line

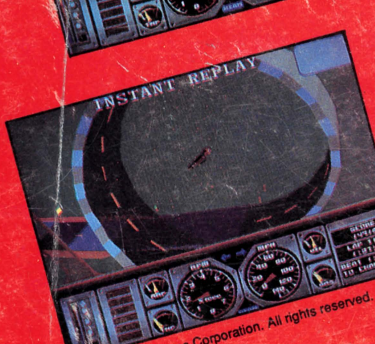
Hard Drivin'

The ultimate driving simulator now available in two cabinet configurations!


Hard Drivin'
the world's first driving simulation game!
Hard Drivin'
CALIFORNIA
ATARI GAMES


Hard Drivin'
FINISH
START
SPEED TRACK
STUNT TRACK
INSERT COIN CREDITS 0




INSTANT REPLAY

© 1989 Atari Games Corporation. All rights reserved.

All of the player appeal of the original Hard Drivin' is now packed into a smaller, compact upright game. Common features include:

- 25-inch monitor
- 4-speed stick shift
- Continuous force-feedback steering
- Clutch, gas and brake pedals
- Ignition key start switch

Deluxe Cockpit dimensions:
Height: 77 in. (197 cm.)
Depth (seat in): 62.5 in. (160 cm.)
Width: 31.5 in. (81 cm.)
Weight: 750 lbs. (341 kg.)

Compact Upright dimensions:
Height: 79 in. (201 cm.)
Depth: 40 in. (102 cm.)
Width: 27.25 in. (69.2 cm.)
Weight: 475 lbs. (215 kg.)

The industry's first real driving simulator is now built to fit into all types of locations. Call your Atari Games distributor for further information today!

Atari Games Corporation
675 Sycamore Drive P. O. Box 361110 Milpitas, California 95035-1110 (408) 434 3700

ATARI®
GAMES